

LIFE

A black and white photograph of a man's face inside a Spalding boxing glove. The man's eyes are closed, and his expression is serene. The glove is dark with white stitching. A circular Spalding logo is visible on the forehead area of the glove. The word "LIFE" is printed in large, white, bold letters on an orange background in the top left corner.

NO. 1 TROJAN

OCTOBER 11, 1937

10 CENTS



The Seal of HIGHWAY SAFETY

Let's talk plain facts about tire safety! America's foremost race drivers join with millions of car owners in stamping their seal of approval on Firestone Tires. They know that Firestone Tires are the only tires at any price that are Triple-Safe. Now what do we mean by Triple-Safe? We mean:

1. PROTECTION AGAINST BLOWOUTS. Firestone Tires run up to 28° cooler because every fiber of every cord in every ply is saturated with liquid rubber. This patented Gum-Dipping process counteracts internal friction and heat that ordinarily cause blowouts.

2. PROTECTION AGAINST PUNCTURES. Two extra layers of Gum-Dipped cords under the tread add great strength to the tire and give extra protection against punctures.

3. PROTECTION AGAINST SKIDDING. The scientific tread design gives longer non-skid mileage and will stop your car up to 25% quicker.

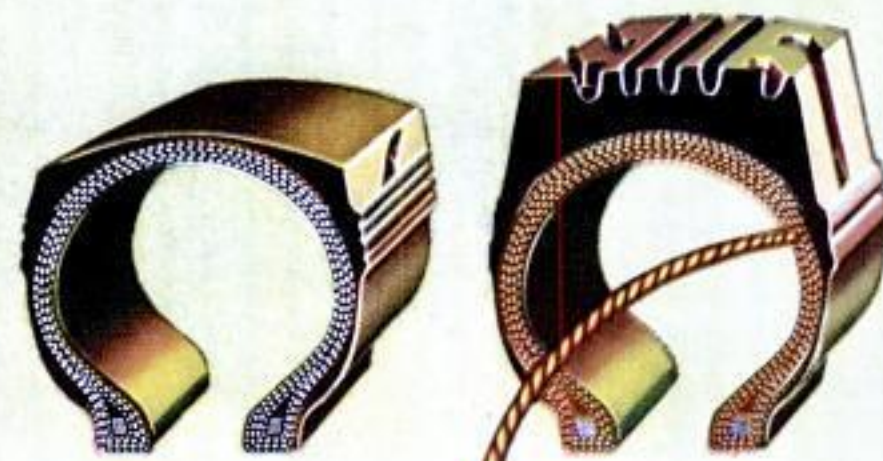
YOU CANNOT AFFORD TO DRIVE WITHOUT TRIPLE-SAFE TIRES

Ab Jenkins has broken 72 world speed records and driven 1,500,000 miles without an accident on Firestone Tires. For 18 consecutive years Firestone Tires have been on the winning cars in the Indianapolis Race. These enviable records prove Firestone Tires are the safest tires built.

Make your car tire-safe. See your nearest

Firestone Dealer or Firestone Auto Supply and Service Stores today and join the Firestone SAVE A LIFE Campaign by equipping your car with new Firestone Triple-Safe Tires—the safest tires that money can buy.

Listen to the Voice of Firestone featuring Margaret Speaks, Monday evenings over Nationwide N. B. C. Red Network



Section of smooth, worn tire which is always susceptible to punctures, blowouts and skidding

Section of new Firestone Tire. Note protection against skidding, punctures and blowouts

JOIN THE FIRESTONE *Save a Life* CAMPAIGN TODAY!

Copyright 1937, Firestone Tire & Rubber Co.

Firestone

TRIPLE-SAFE TIRES



6 Years Building Steel Bodies

EXPERTLY GUIDING a pencil-point of flame...hot enough to make tough steel flow like soup...this skilled worker is welding a big Plymouth body into a single, rigid, all-steel unit.

It's bridged, trussed, braced, against every strain... and it puts the safety of solid steel over you, under you, around you...really *complete* protection.

You hear a great deal about steel bodies today. But you *didn't* 6 years ago. And yet...away back then (in the 1931 Plymouth), we started building the famous "Safety-Steel" body.

In 1928...Plymouth introduced double-acting hydraulic brakes in the low-price field...in 1931, Floating Power engine mountings. Years ago, Plymouth pioneered balanced weight with balanced springing...Calibrated Ignition...a front-end stabilizer...and other great features.

This year? Look how the story carries on. Plymouth alone has the sensational new Safety Interior...scientific sound-proofing...airplane-type shock-absorbers...live rubber body mountings.

Pioneering...giving you the improvements *first*. This is the big thing that's made Plymouth "*the car that stands up best!*" PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

EASY TO BUY The Commercial Credit Company offers—through Dodge, De Soto and Chrysler dealers—terms which make it easy to buy a Plymouth—"the car that stands up best."

TUNE IN MAJOR BOWES' AMATEUR HOUR—
Columbia network, Thursdays, 9 to 10 p. m., E. S. T.

PLYMOUTH BUILDS GREAT CARS

**WHAT! WITH ALL YOUR MONEY
YOU GIVE BETTY LOU MARGARINE!**



Scientists Say, "Give Your Children GOOD LUCK"

Today, smart, modern mothers who can afford to give their children the best, are giving them GOOD LUCK Margarine instead of expensive 'spreads for bread.' Because they know GOOD LUCK is *pure, wholesome, and reliable*.

Don't let old-fashioned, out-of-date prejudices about margarine handicap your children. Scientists say GOOD LUCK Margarine contains important food values children need.

GOOD LUCK Margarine is very different from the ordinary margarine you used to know. Science has made tremendous strides to give you this improved tasty spread that is so good for children—and for grown-ups, too.

Just try this new GOOD LUCK made by the new "Mono-Churned" process. You're going to say that you have never tasted a more delicious 'spread for bread' at any price.

And look at the comparison below, between GOOD LUCK and expensive 'spreads for bread.' Note also, how GOOD LUCK surpasses expensive 'spreads for bread' in many important properties. And because of the way it is made GOOD LUCK is always 100% pure and far fresher.

So don't deny your children this delicious food because of foolish pride. Think also of the things you can buy for them with what you save. Ask for GOOD LUCK today.

JOHN F. JELKE COMPANY • CHICAGO

Also Makers of
GOOD LUCK Mayonnaise
and Whipped Dressing

Compare!

PURITY—Good Luck is made of 100% pure American-grown farm products . . . accepted by the Council on Foods of the American Medical Association . . . approved by Good Housekeeping Institute.

FRESHNESS—Good Luck is fresher than the most expensive 'spreads for bread,' for every pound is dated for freshness. Be sure the 'spread for bread' you use is freshly churned.

ENERGY VALUE—As compared with expensive 'spreads for bread' Good Luck has more milk solids other than fat and as many calories.



MADE BY THE
NEW, EXCLUSIVE

"Mono-Churned"
PROCESS

FROM FRESH SKIMMED
MILK AND PURE
VEGETABLE
OILS

DATED FOR
FRESHNESS

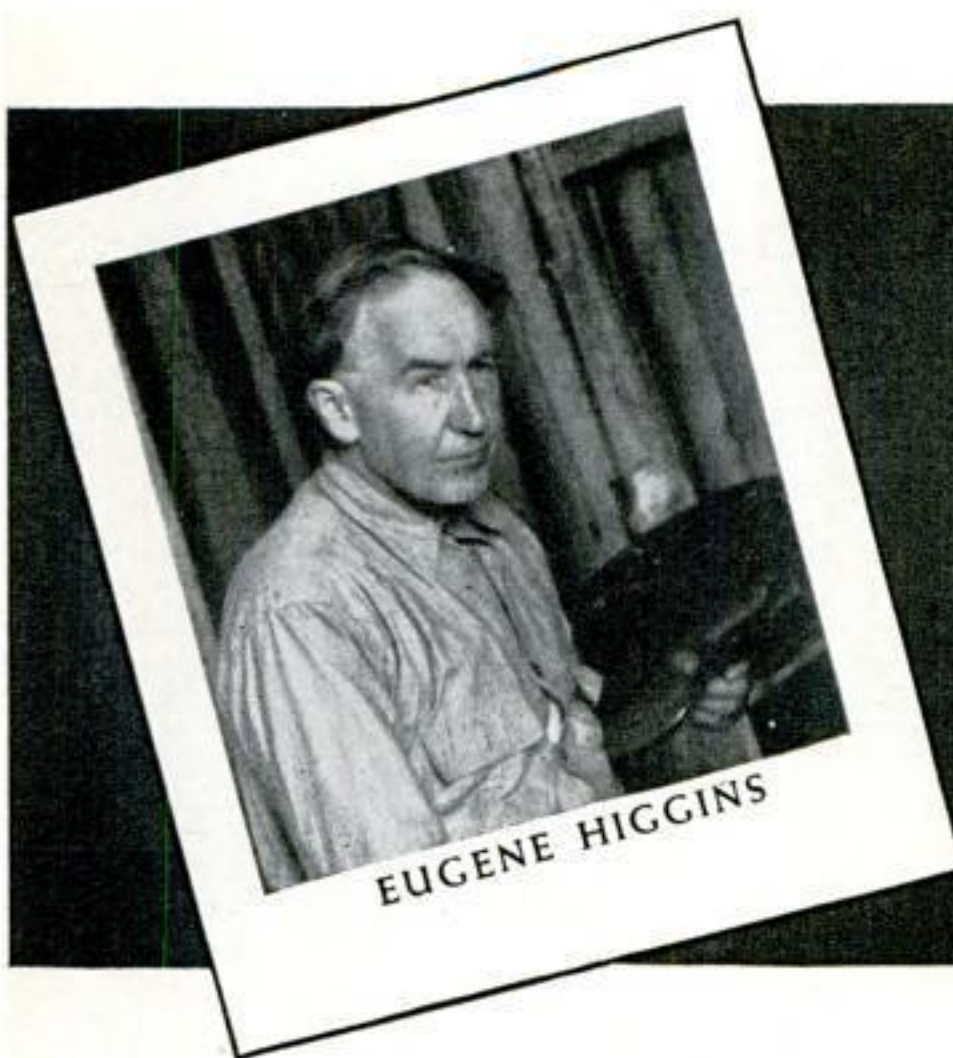


*What You Can Buy with
What You Save on a Pound
of Good Luck

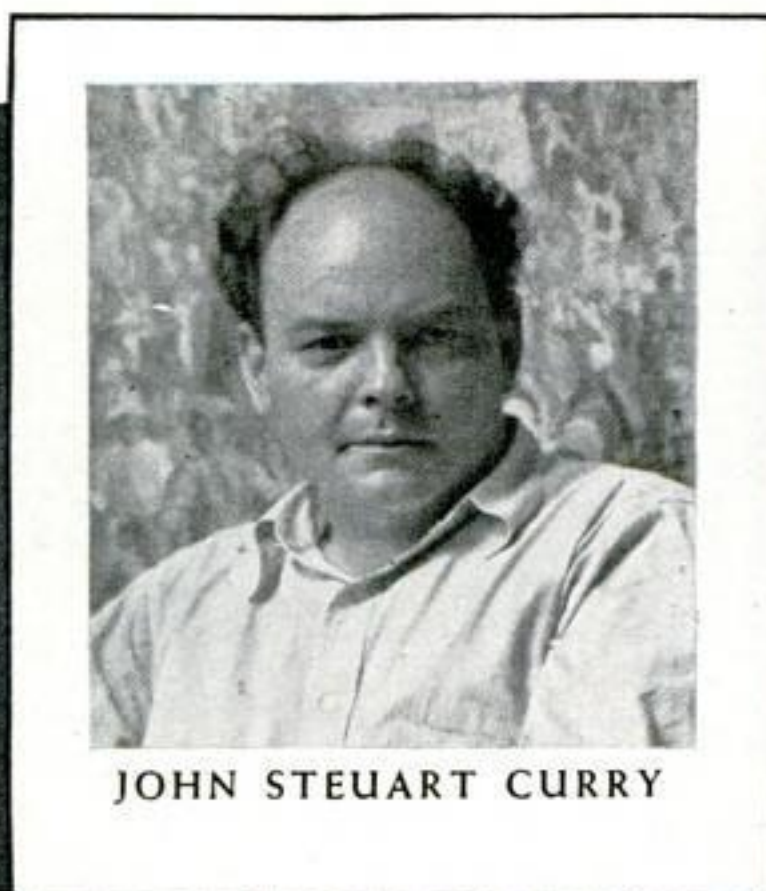


6 oranges, or 1½ qts. beans,
2 lbs. carrots, or 6 eggs,
1½ lbs. tomatoes, or
2 heads lettuce.

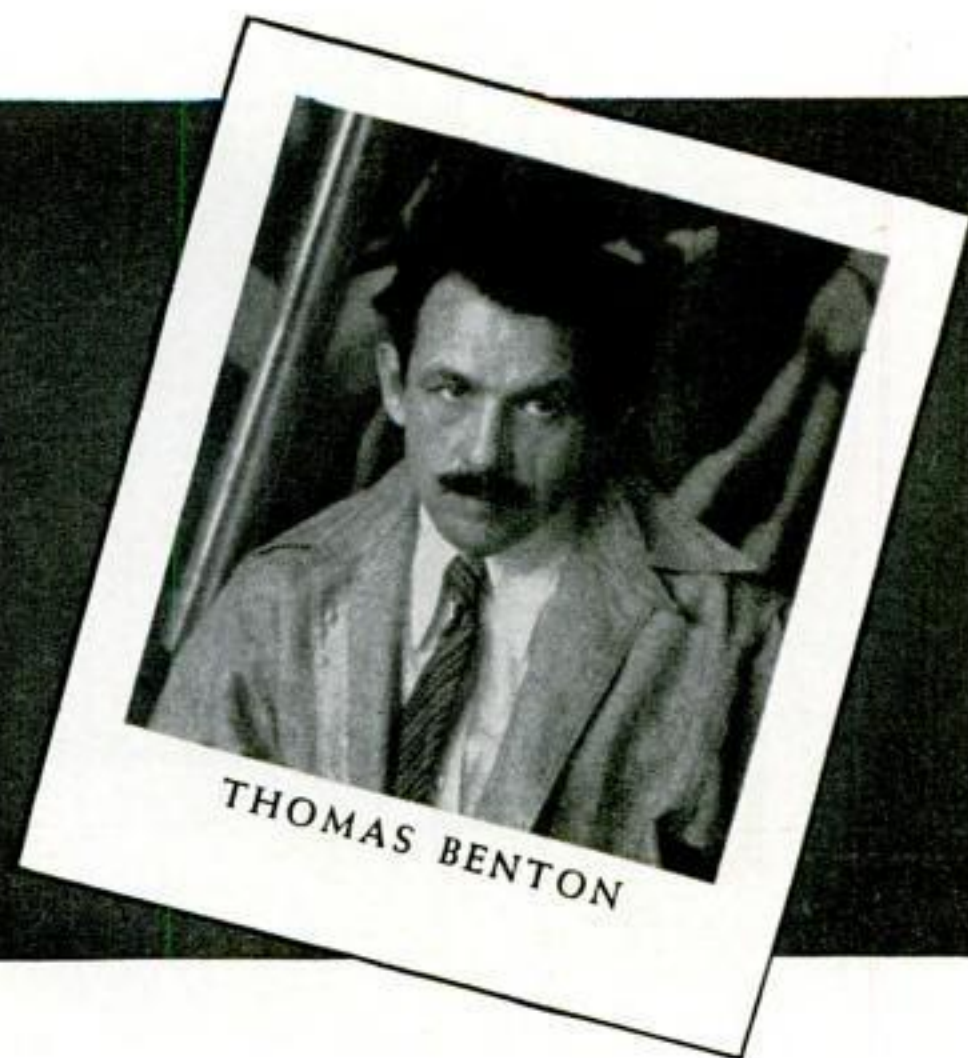
*Approximate quantity, which may vary locally.



EUGENE HIGGINS



JOHN STEUART CURRY



THOMAS BENTON

Why These 53 Great Artists are Offering Their Original, Signed Etchings and Lithographs

for only \$5 each

ON a July morning in 1934 twenty-three important American artists assembled in a picturesque Manhattan studio. Their meeting was prompted by the realization that in order to develop interest in American Art it was up to them to first create wider appreciation of it.

All through the day the meeting continued and late that night a practical plan was drafted—a plan destined to grow into one of the most significant art movements in history—a plan so revolutionary in principle that its announcement was heralded on the front pages of the nation's press.

Today that plan affords art collectors and cultured homes an extraordinary opportunity to acquire fine, original works of art by 53 of America's outstanding artists at the astounding low price of only five dollars each!

To you, this price naturally seems incredible when compared with prices of other originals by these same artists, but this very factor of inexpense is a vital part of the whole program. The twenty-three founders (and the thirty artists who have since joined the movement) hope that through their present sacrifice, American Art, as represented by themselves and by future generations of artists, will benefit in the years to come. Their unselfish cooperation now makes it possible for you to actually own fine examples of their work for less than you would ordinarily pay for a reproduction!

Works of Museum Quality

Now you can obtain genuine, full-size signed originals by the same artists whose works hang in the principal museums—artists whose names are news—artists who receive \$1,000 and more for an original painting. Such renowned artists as Thomas Benton, George Elmer Browne, John Steuart Curry, Gordon Grant, Luigi Lucioni, Doris Lee and Grant Wood are but a few of the contributors.



GRANT WOOD

Prize Winners are Included

More than a score of museums, hundreds of American and European collectors, many prominent universities and even the

United States Library of Congress have obtained originals through this new movement. In addition to many prize-winners, four offered in the group have been selected by art critics as "Among the Outstanding Works of the Year."

Editions Strictly Limited

To insure absolute perfection, the edition of each original etching and lithograph is limited to from 100 to 250 impressions. Each original bears the hand-written genuine signature of the artist. Sizes are generous. All are attractively mounted.

To add to its lifelong interest and value, a complete biographical sketch is delivered with each original. More than 140 subjects are now available; among them landscapes, marines, nudes, character, sporting and architectural studies.

Highest Praise from the Critics

Edward Alden Jewell, eminent Art Critic of the New York Times, writes: "This worthy

organization, which deserves all the success that has come its way, is dedicated to the task of welding a common link between artists and public. The value of this endeavor vitally depends upon the quality of art involved. Quality has been guarded with care. Among these (works) are many that merit being placed in the forefront of American graphic performance."

Eleanor Jewett, Art Critic, Chicago Tribune, writes: "Every work seems to be clamoring for a place in your portfolio or on your wall. If you can resist buying them at their extraordinarily low price, you have marvelous self control."

Florence Davies, Art Critic, Detroit News, says: "This program provides a golden opportunity for art lovers to add to their collections or to begin new ones."

Such expert critical appraisal is virtually a guarantee of your satisfaction. However, every original is delivered to you with the distinct understanding that it may be returned within thirty days (and your money refunded) if you are not in every way delighted.

Send Today for Free Catalogue!

If you live nearby, come in and see for yourself these outstanding works of art on exhibition at our galleries (entire third floor at 420 Madison Avenue, at 49th Street, New York City) . . . OR, send immediately for our interesting 68-page catalogue. It illustrates each subject now available, gives the size of each and name of artist, as well as biographies of all artists in the group. You may order direct

from the catalogue, using the convenient order form enclosed with it.

To give yourself the broadest possible selection (for editions are quickly being exhausted because of the demand) we suggest that you mail the coupon now, enclosing only 10c in stamps to cover the cost of mailing and handling the catalogue.

LIST OF ARTISTS PARTICIPATING

Peggy Bacon	Irwin Hoffman
Loren Barton	Peter Hurd
Thomas Benton	Moses Hyman
Paul Berdanier	Philip Kappel
Alex Blum	Andrew Karoly
Arnold Blanch	Doris Lee
Alexander Brook	Luigi Lucioni
George Elmer Browne	W. R. Locke
Alice S. Buell	Louis Lozowick
Philip Cheney	Nat Lowell
Jon Corbino	William Mac Lean
John Costigan	Joseph Margulies
John Steuart Curry	Ira Moskowitz
Lewis Daniel	Jerome Myers
Adolf Dehn	Frank Nankivell
John De Martelly	Frederick L. Owen
Churchill Ettinger	Roselle Osk
Ernest Fiene	Henry Pitz
Don Freeman	Charles E. Pont
Jo Golinkin	Andree Ruellan
Gordon Grant (lith.)	Margery Ryerson
Thomas Handforth	Raphael Soyer
William Heaslip	Louis Szanto
Albert Heckman	Keith Shaw Williams
Eugene Higgins	Alfredo Ximenez
Morris Henry Hobbs	C. Jac Young
Grant Wood	



ASSOCIATED AMERICAN ARTISTS
Studio 5610, 420 Madison Avenue, New York City

ASSOCIATED AMERICAN ARTISTS, Studio 5610,
420 Madison Avenue, New York, N. Y.

Please send me your FREE, Illustrated 68-page Catalogue, describing the Associated American Artists' Program; illustrating the original etchings and lithographs now available, outlining each artist's career and awards, and containing comments of critics and collectors and museums. I enclose 10c in stamps to cover handling and mailing costs.

Name _____

Address _____

City _____ State _____



*Now BEDTIME
is stopping time for
next-morning "heads"*



**BEFORE YOU
GO TO BED**

—take Bromo-Seltzer. While you sleep, this gentle remedy counteracts the CAUSES of morning-after headache.

• Bromo-Seltzer stops morning-after faster. But here's a way to help avoid this miserable feeling! Take Bromo-Seltzer at bedtime.

While you sleep, it settles your stomach, soothes your nerves. It ALKALIZES, too—reduces excess acidity caused by overindulgence.

Marvelous to wake up with no regrets for last evening! Then—to counteract effects



**AFTER YOU
WAKE UP**

—another Bromo-Seltzer. It relieves the effects of fatigue from late hours. Leaves you refreshed—more alert!

of fatigue due to a late bedtime—take another Bromo-Seltzer. It refreshes—leaves you keener, peppier, more alert! At drugstores—soda fountains—everywhere. Keep Bromo-Seltzer at home, too!

*Makes you
feel fit
FASTER!*

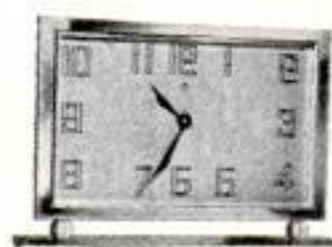


BROMO-SELTZER

It's Always Smooth Time

IN GUY LOMBARDO'S LIFE

... and G-E Clocks contribute their share to the quiet serenity of the Lombardo penthouse.

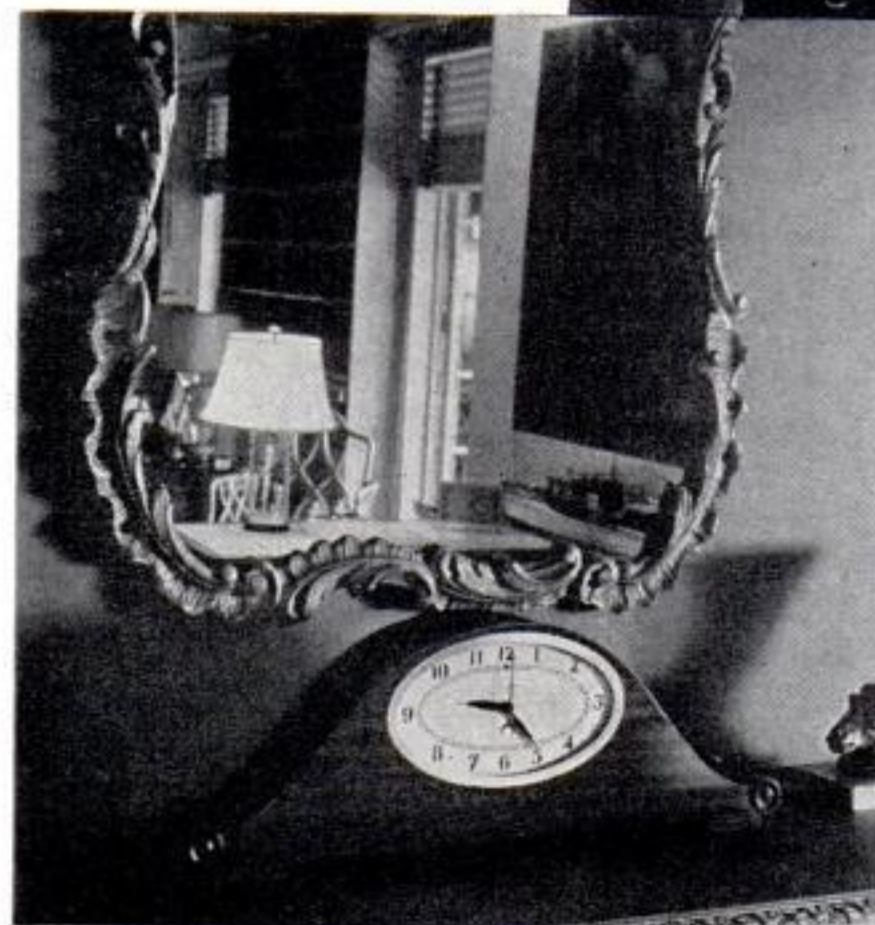


The pride of Mr. Lombardo's heart is his yacht "Tempo" and its model which sits by his living room desk. Beside it stands the gleaming gold beauty of the "Jason"... the newest G-E Clock, 8 1/4 in. by 5 1/4 in. \$12.00

*Listen to Guy Lombardo's music—
every Sunday, C.B.S.*



Do ticking clocks disturb your slumber? Follow Mr. Lombardo's example and put the "Gladiator" beside your bed. 5 1/4 in. high by 6 1/4 in. wide. . . . \$7.50



The mellow chime of the G-E "Lafayette" so intrigued Mr. Lombardo that he had to have this clock in his home. Have you, too, investigated the merits of this mahogany timepiece? 22 inches long \$40.00



"The Monmouth" \$9.95

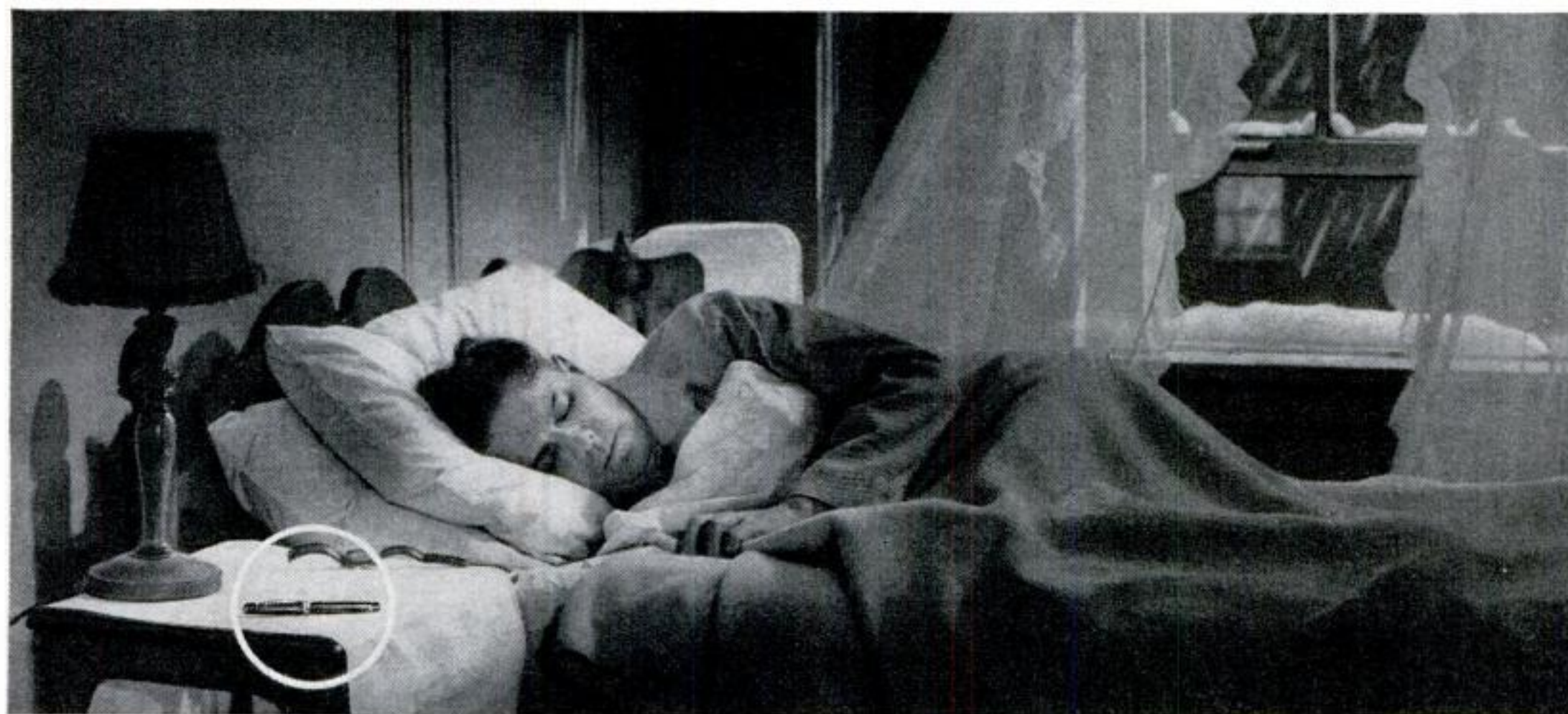
"Kitchen Hostess" \$4.95

Right now leading stores everywhere are showing the newest G-E Clocks. See them for their beauty, variety of styles, wide range of prices. Select them for their quiet efficiency and dependability.



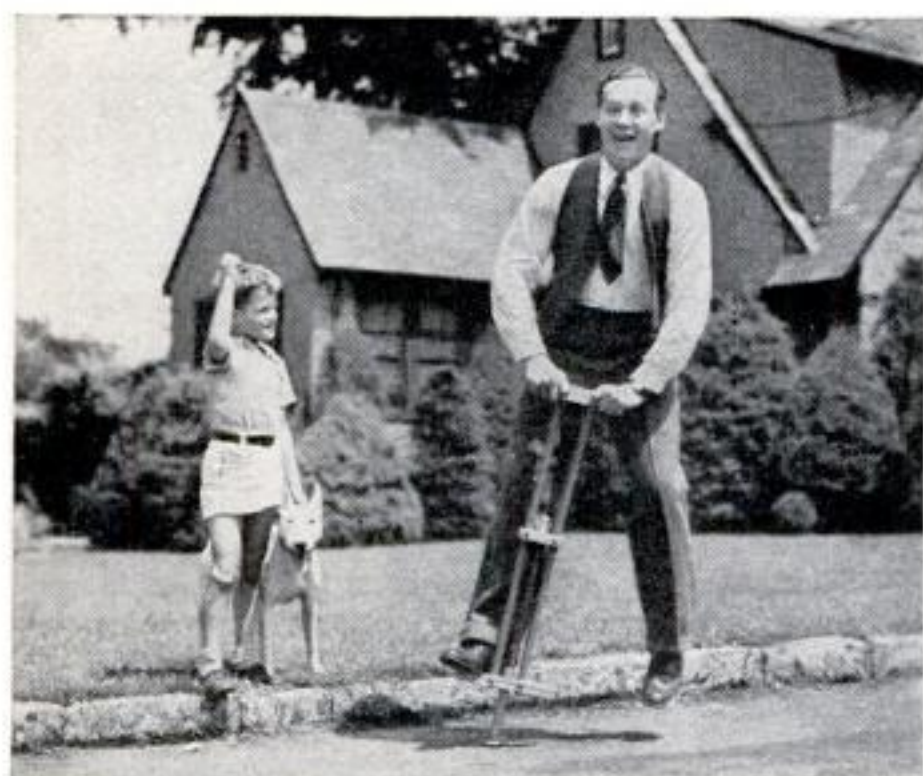
GENERAL ELECTRIC
Self-Starting Clocks

CAN YOU TRUST YOUR FOUNTAIN PEN WHILE YOU SLEEP ?

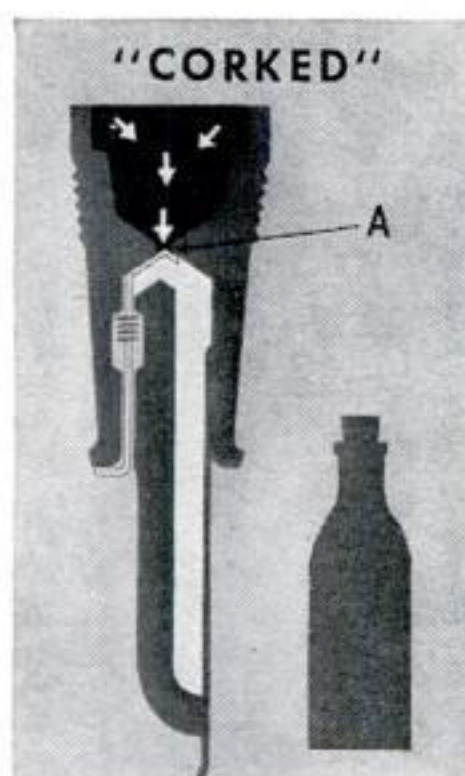
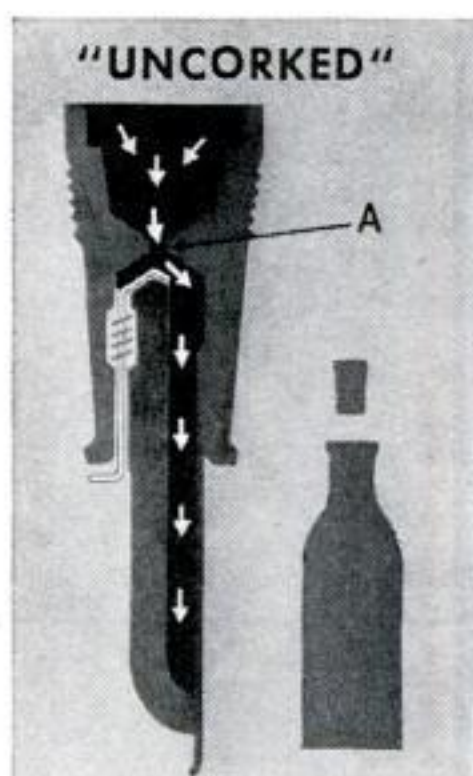


1 Did you ever?—Did you ever lay your fountain pen on the table, and in the morning find ink in the cap? Do you know what causes this? Inky vapors leak from the pen

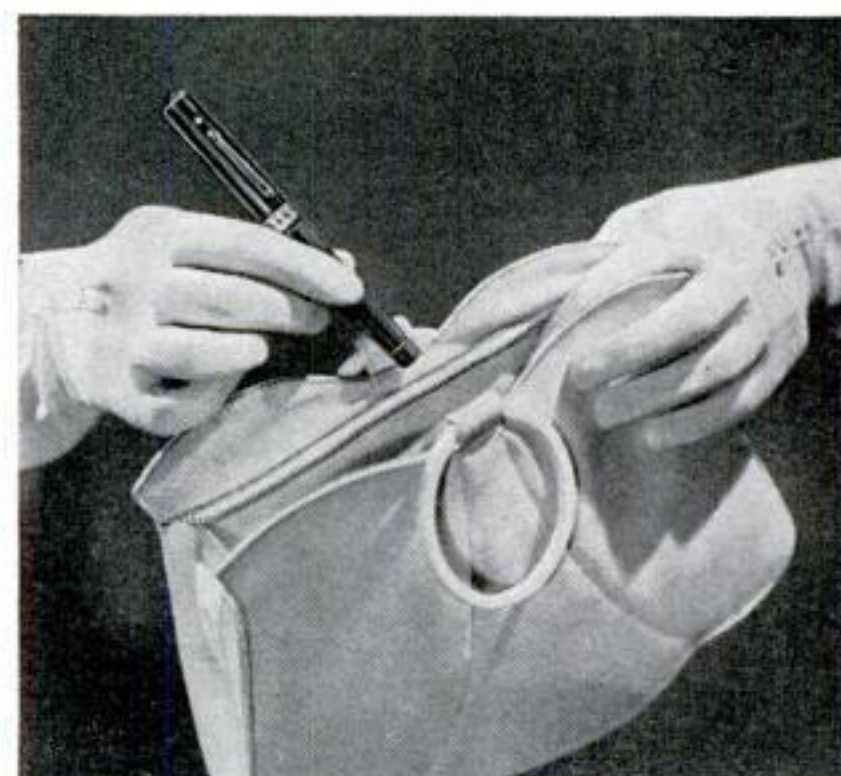
barrel and the cool air condenses them into a messy ink blob in the pen cap. This can't happen with an Eversharp pen that has the Safety Ink Shut-Off.*



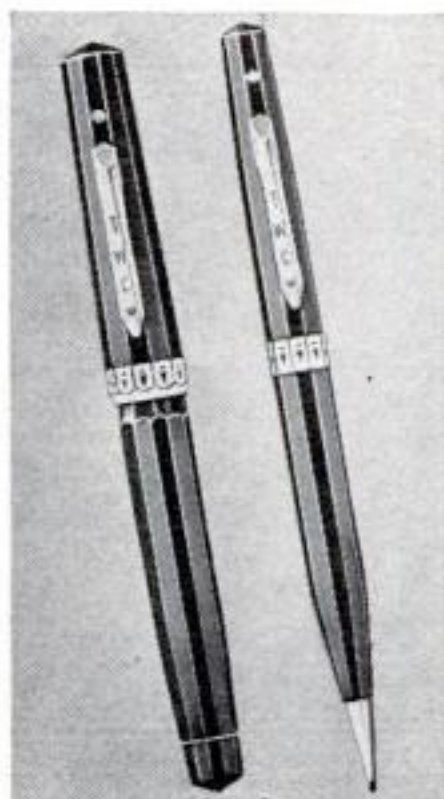
2 Jouncing doesn't faze it—With an Eversharp pen in your pocket, you can ride a pogo stick, and the jouncing can't flood the pen-cap with ink. If you run for a train, or dash upstairs, the ink *can't* be jostled from the pen-barrel into the cap—thanks to Eversharp's Safety Ink Shut-Off.



3 Like a cork in a bottle—Eversharp's Safety Ink Shut-Off seals the ink in the barrel the minute you screw the cap firmly into place. Only while you're writing does the ink flow from barrel to point. And remember—only Eversharp has this feature.



4 Get one for your wife, too—A fountain pen in a handbag takes an awful lot of punishment! So get her an Eversharp pen with the Safety Ink Shut-Off—and then whether she swings her bag—drops it—or turns it upside down—the ink *just can't* leak into the cap of the pen.



5 The safest pen to give—As a gift, give an Eversharp pen with the adjustable point (slight additional cost). The person who receives it can adjust the point to suit his or her own stroke, pressure, and writing style. All Eversharp pens come in one-stroke vacuum or lever filler and . . . they show when to refill! You'll find, too, that Eversharp's pens have greater ink capacity.

Gold Seal Eversharps, \$7.50 and up—unconditionally guaranteed during the life of the owner except against loss, theft or wilful damage, and subject only to a 35c servicing charge to cover handling cost, postage and insurance. Other models, \$2.75 and up. Pencils to match, \$1.25 to \$5. Prices slightly higher in Canada. The Wahl Company, Chicago, U. S. A.

*U.S. patent applied for

EVERSHARP

THE ONLY PEN WITH THE SAFETY INK SHUT-OFF



Odd Facts of Old Boston



Shilling Snippers Foiled

When it was discovered that unscrupulous persons were snipping bits from the edges of the pine tree shillings, lettering was placed around the coins to discourage this early form of "chiseling."



FREE 1000 MINIA-TURE REPRODUCTIONS 10" HIGH OF OLD SPINNING WHEEL THAT ACTUALLY WORKS FOR 1000 BEST LETTERS ON "WHY OLD MR. BOSTON FINE LIQUORS REFLECT THE QUALITY TRADI-TIONS OF OLD BOSTON." OLD MR. BOSTON DEPT. L10, BOSTON, MASS.

This offer good until Nov. 8 but not good in states where such offers are prohibited.



Tenth Pin Saves Nine Pins

Among the games which the city fathers banned as wasteful of time and misleading of spirit, the law singled out the game of "Nine Pins." But enthusiastic bowlers saved the game by adding one pin and calling the game "Ten Pins."



Just 100 Years Ago

Rival horse-car lines used the same tracks. In the lively competition to get their cars on the tracks first and so carry the lion's share of the traffic, each horse-car line changed time-tables almost daily to everybody's complete confusion.

COPY, 1937 BEN BURK, INC.



307 YEARS HAVE CHANGED MANY THINGS IN OLD BOSTON BUT NOT THE OLD-TIME VIRTUES OF HONEST CRAFTSMANSHIP NO CABINETMAKER OR SILVERSMITH OF OLD BOSTON WAS EVER MORE PROUD OF HIS CRAFT THAN THE EXPERTS WHO GUARD THE QUALITY OF OLD MR. BOSTON STRAIGHT WHISKEY . . . BUY A BOTTLE TONIGHT.

Old MR. BOSTON BRAND
100 PROOF STRAIGHT WHISKEY
RYE OR BOURBON
TWO YEARS OLD

Ben Burk, Inc., Boston, Mass.

NEW *Super Powered* BATTERY

GUARANTEED AS LONG AS YOU OWN YOUR CAR



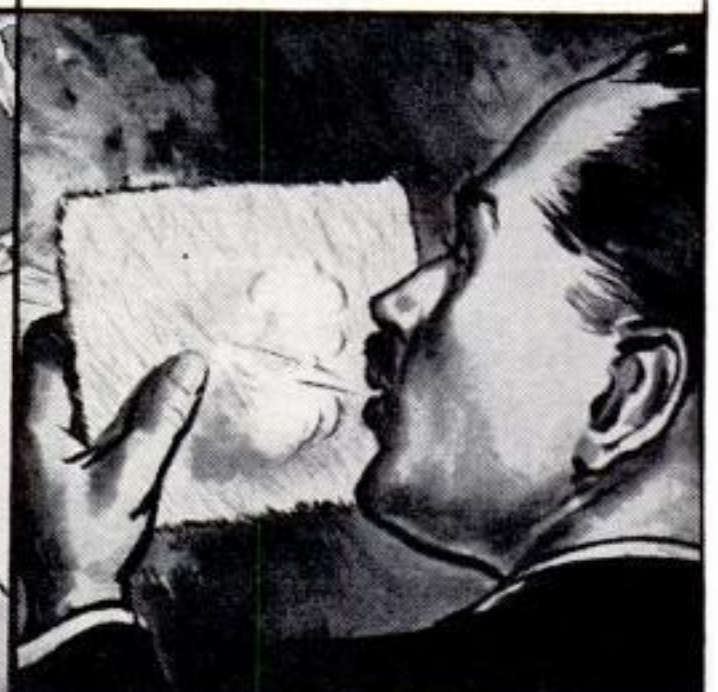
STALLED AGAIN! Don't let this happen to you. The new Goodrich Kathanode* Electro-Pak is specially built to start modern cars double-quick—it's super-powered to avoid cold weather grief and give you plenty of reserve power for all your "extras."



LOCKS OUT DIRT, CORROSION AND OTHER POWER ROBBERS. This exclusive Goodrich Power-Saving Top Cover protects all exposed points of the battery—keeps the Electro-Pak's super power SEALED IN for top performance.



DRIVE YOUR CAR ALL OVER THE MAP. No matter how long you own your car, if the Goodrich Kathanode Electro-Pak you buy for that car fails to give satisfactory service, The B. F. Goodrich Company will replace it, without charge.



BLOWS SMOKE RINGS THROUGH GLASS. Specially designed, spun glass retainer mats—so porous you can blow smoke through them—prevent the loss of power-producing materials in the plates. Thus, the plates last much longer.

THERE'S A GOODRICH BATTERY FOR EVERY CAR AND EVERY POCKETBOOK

● Why worry along with a battery that gives half-hearted starts? Now, before winter comes, is the time for you to install a Goodrich Kathanode Electro-Pak—the super-power battery that's guaranteed as long as you own your car.

Regardless of how much or how little you can spend—insist on a Goodrich Battery for dependable starts *quicker*—more power *longer*. See your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store today.

THE GOODRICH ELECTRO-START



The Goodrich Electro-Start is another high quality, low-priced Goodrich battery. Packs the starting "punch" that cars need in cold weather. 24 months' guarantee and adjustment policy.

THE GOODRICH SILVER SPARK

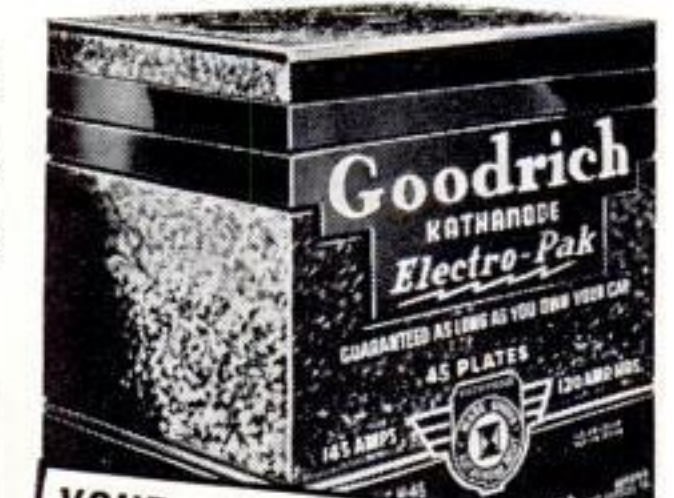
A real value at low first cost—that's the Silver Spark. 12 months' guarantee and adjustment policy.



FOR FORDS CHEVROLETS AND TERRAPLANES

There's a Goodrich Battery specially built to give you quick starts, smooth operation in your Ford, Chevrolet or Terraplane.

*Made under the Kathanode patent



YOUR GOODRICH DEALER INVITES YOU TO USE HIS FREE 6-POINT MONEY-SAVING BATTERY SERVICE

Goodrich KATHANODE *Electro-Pak*

GUARANTEED AS LONG AS YOU OWN YOUR CAR

ONLY \$54.16 FOR A YEAR'S FUEL. "We were influenced in the purchase of our home by the fact that it had a General Electric Gas Furnace. Our friends had told us that it was very economical to operate and our first year's bill certainly showed this to be the case. Only \$54.16 for the whole year! And we like our home plenty warm, especially with a small daughter in the house."

Mrs. J. C. Miller, Washington, D. C.

SAFEGUARDS THE WHOLE FAMILY

HOME OWNERS THE COUNTRY OVER ENTHUSIASTICALLY PRAISE
GENERAL ELECTRIC AUTOMATIC HEAT AND AIR CONDITIONING



THEY'RE SINGING PRAISES FOR THIS NEWEST OIL FURNACE

"How compact!" "As beautiful as a piece of fine furniture!" "Simple, restrained lines." "A perfectly balanced job of engineering and designing!" These are just a few of the many comments made by home owners who have seen this new, moderate-priced General Electric Oil Furnace for moderate sized homes.

But—you must see this new G-E Oil Furnace yourself to appreciate fully the beauty and comfort it offers.

G-E THERMOSTAT NOW THE FIREMAN. "We are fully satisfied with the G-E Oil Furnace and we now get full use of our basement instead of only half. The thermostat is the only fireman we need and it works without my attention." Mrs. E. V. Anspach, Toledo, Ohio

FREE LITERATURE • FREE ADVICE

There is a General Electric distributor in your community who is a heating and air conditioning specialist. Consult with him. He will gladly make a survey of your home, without cost or obligation, and will advise the type of unit best suited to your needs. Phone the G-E distributor today or mail the coupon for literature.

Attention Home Owners!

General Electric Automatic Heating and Air Conditioning units may be purchased on Easy Terms.

The General Electric distributor in your city will be glad to give you full details regarding our easy monthly payment plan.

GENERAL ELECTRIC

Automatic Heating and Air Conditioning

OIL FURNACES • GAS FURNACES • WINTER AND SUMMER AIR CONDITIONING

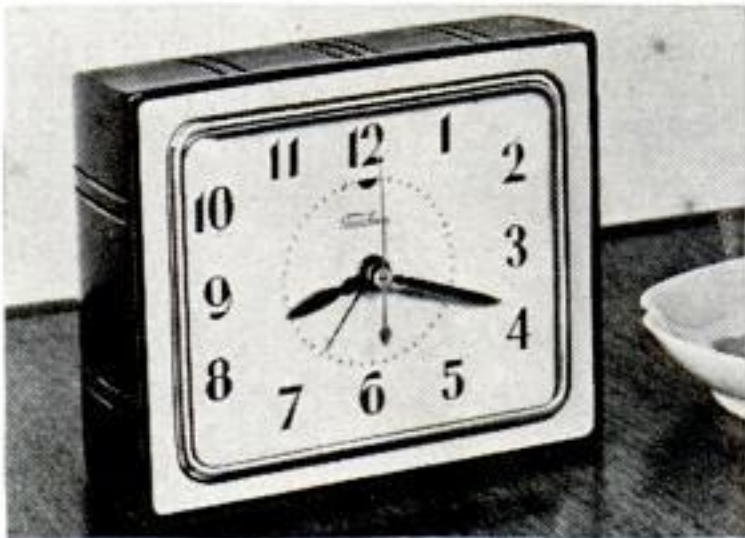
GENERAL ELECTRIC COMPANY
AIR CONDITIONING DEPARTMENT
DIV. 112324, BLOOMFIELD, N. J.

Please send me, without cost or obligation, literature regarding General Electric
☐ Oil } Furnace ☐ Oil } Winter Air Conditioning
☐ Gas } ☐ Gas }

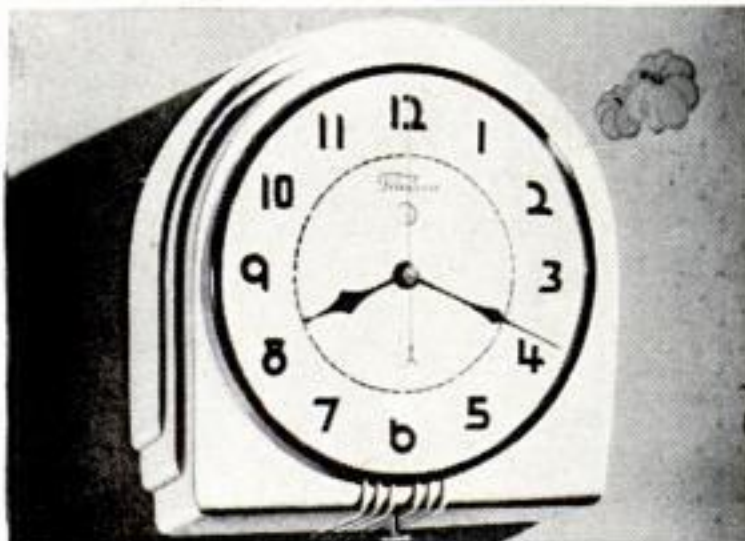
Name
Address

Copyrighted material

A timely family with a Telechron in every room



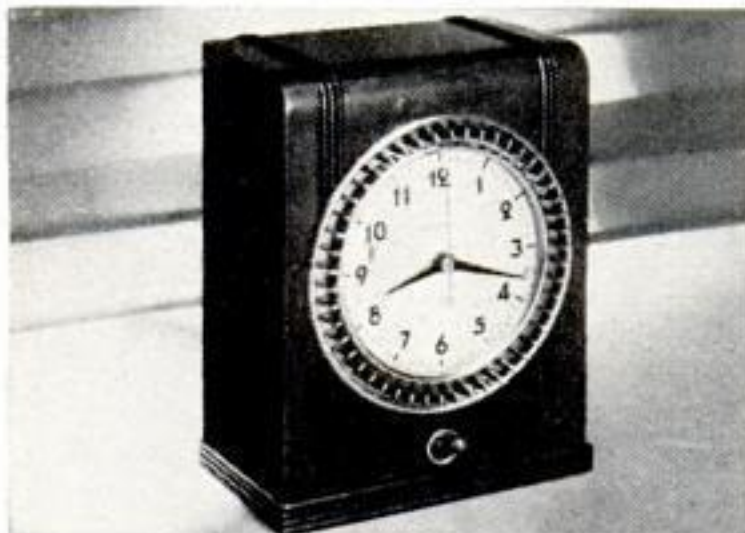
CONSTABLE, a cheerful, small alarm clock. Molded plastic case, in ivory color, \$5.25, in black \$4.75. **Sheriff**, same model but with luminous dial. Black case, \$5.75. Ivory molded case, \$6.25. **Usher**, same model as shown but without alarm. Black case, \$3.75. Ivory molded case, \$4.25.



BUFFET, smart new kitchen or bathroom wall clock with molded case. Choice of ivory, green, black, white or red colors. \$3.50. Choice of other kitchen and bathroom models at \$4.95.



BARON, a smart "numeral clock" at a modest price. The case is of molded plastic in either black, ivory or mottled brown. Clear, large black numerals. Three discs—one each for hours, minutes and seconds. Priced at \$8.95.



ORGANIZER, a "household timer" that is versatile! Once set, it will turn radio programs on and off, all by itself. The case is molded plastic in walnut color. Have it demonstrated today! Just \$9.95.

● Up brightly and precisely... at meals promptly... to appointments on the dot—a family that lives by Telechrons is well-timed.

An attractive Telechron electric clock in every room provides a quiet, accurate timekeeping system. The right time, the same time throughout the house.

Every Telechron clock is powered with the famous Telechron self-starting synchronous motor. Styled by leading designers, they are priced from \$2.95 at good jewelry, electric, gift and department stores.

WARREN TELECHRON COMPANY • ASHLAND, MASSACHUSETTS
(In Canada, the Canadian General Electric Co.)

Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

Telechron
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

**SELF-STARTING SYNCHRONOUS
ELECTRIC CLOCKS**

LETTERS TO THE EDITORS

Antietam & History

Sirs:

Many thanks for your graphic account of the Battle of Antietam (LIFE, Sept. 20). Ever since I read *Gone With The Wind*, I have regretted the fact that I was taught Civil War History from the Northern point of view, and I am sure that many other readers of that novel have found that their interest in the Civil War period was reawakened considerably. It is appalling to think that as recently as fifteen years ago (when I was in grade school) history was taught to Northern children with emphasis on the fact that "we" freed the slaves, that that was the prime cause and effect of the War of Secession, and that those Americans who lived below the Mason-Dixon line were a pack of cold and bloodthirsty aristocrats. Your Antietam article is a taste of how Civil War history should be written—and indeed, all war history. Furthermore, if history textbooks did justice to the South and showed their cause and their courage as they really deserved, it would go far to destroy that "sectional bitterness" of which a recent correspondent justly complained.

ELIZABETH G. ELMER
Idaho City, Idaho

Jewish Holy Days

Sirs:

I must thank you for the fine two-page spread of pictures of the High Holiday services (LIFE, Sept. 20). It seems to me that it must have given many gentiles a little clearer picture of our services.

May I call your attention to three small mistakes? In the picture on page 33, the old man is seen holding a paper-covered book. Now these books are used only during Selichoth services which are the morning services preceding Rosh Hashona and during the Ten Days of Penitence. On Kol Nidre night a Machzor or regular Holiday prayer book is used. Anyone who can read Hebrew will note that the large print on the paper book says Selichoth. Therefore the picture couldn't have been taken on Kol Nidre eve.

The other two errors are in text. Under the picture of the blessing pronounced by the cohen you say he is a lay assistant. He is not. A cohen is the direct descendant from the priests in the ancient temple. He is a nonofficiating priest. A rabbi does not have to be a cohen.

Under the picture of the cantor being helped to his feet you say "this is a gesture of courtesy." A rabbi tells me that the reason for this is that the feet must remain in the same place when he kneels as when he stands. The idea being that you are before the King of Kings and must keep your position.

SOLOMON BLECHMAN
Mamaroneck, N. Y.

Sirs:

You seem to have a vast knowledge of the facts pertaining to these holy days. One important fact which you omitted beneath the photo of the "cohen" was that, during this ritual, no one in the congregation is allowed to look at this sign. According to Jewish law, I do not understand why the rabbi allowed a picture of this to be taken.

LEONARD SHEAR
Philadelphia, Pa.

(continued on p. 10)

**No FUMBLE...
No JUMBLE...
No GRUMBLE!**



...with the
KLEENEX*
200 SHEET
**Pull-Out
Package**



PULL A TISSUE...



NEXT ONE POPS-UP
READY FOR USE!

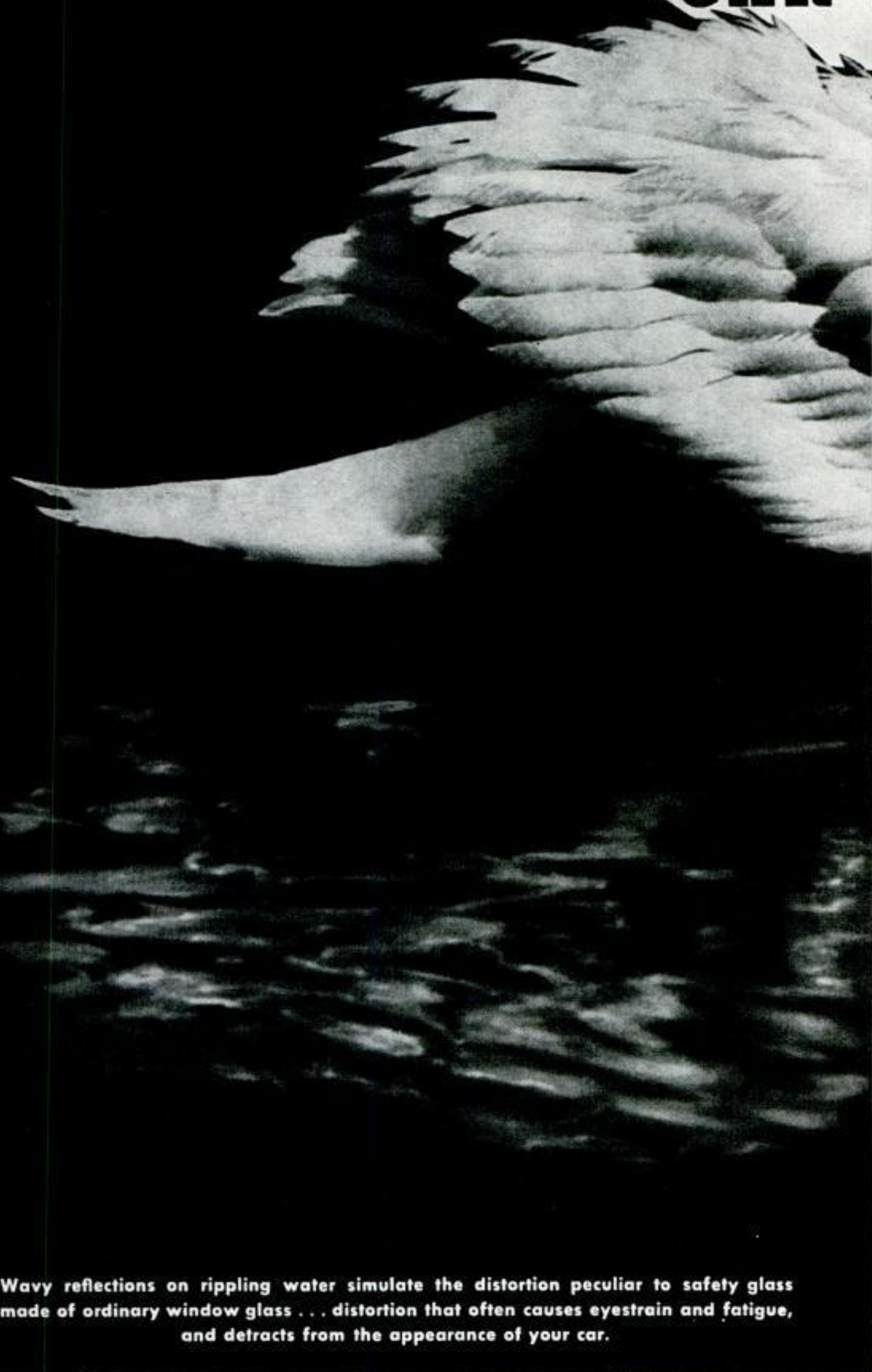
**200-SHEET KLEENEX
NOW 2 FOR 25c**

The handy size for every room

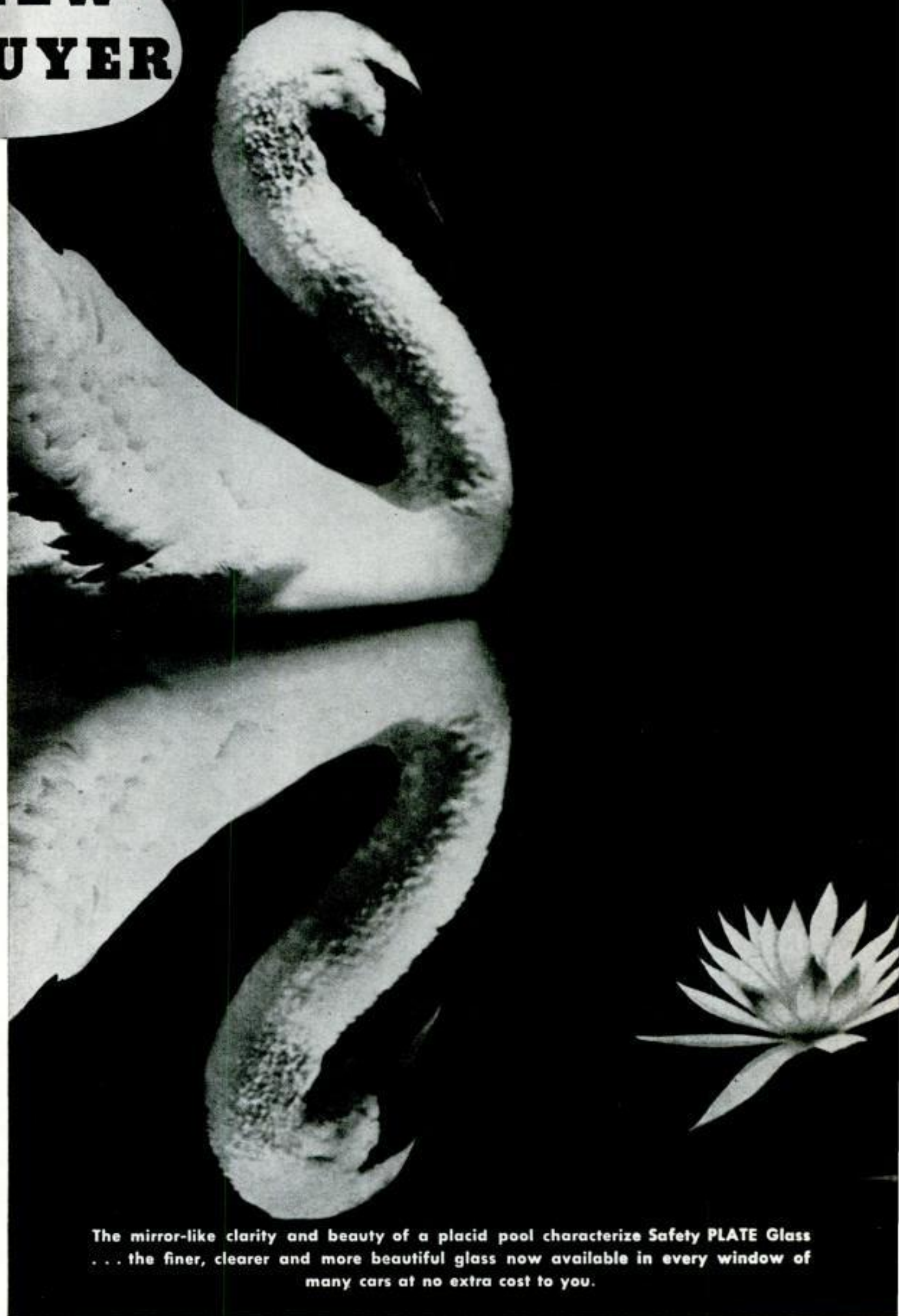
KLEENEX*
DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)

Mother nature
**GIVES A HINT TO
 EVERY NEW-
 CAR BUYER**



Wavy reflections on rippling water simulate the distortion peculiar to safety glass made of ordinary window glass . . . distortion that often causes eyestrain and fatigue, and detracts from the appearance of your car.



The mirror-like clarity and beauty of a placid pool characterize Safety PLATE Glass . . . the finer, clearer and more beautiful glass now available in every window of many cars at no extra cost to you.

If you, like thousands of others, are thinking of buying a new car, keep this fact in mind: Much of the comfort, enjoyment and personal satisfaction you will get from that car will depend on the type of safety glass in its windows.

You see, there are two kinds of safety glass. One, in which ordinary window glass is used, has the waviness peculiar to that type of glass . . . a waviness that is not objectionable in customary uses but which in safety glass, often causes eyestrain and fatigue and actually detracts from the appearance of your car. The other—Safety PLATE Glass—is made entirely of glass that is first carefully ground to eliminate waviness and is then painstakingly polished to a mirror-like brilliance.

Since glass is as much a part of the finish of a car as the paint itself, many motorcar manufacturers are now using Safety PLATE Glass in every window of their cars. This finer glass, distinguished by its freedom from waviness and greater clarity and beauty, is an unmistakable indication of quality and luxury. It enhances the appearance of cars in every price class. It adds comfort and enjoyment to every mile of motor travel.

Before you buy a new car, make sure that it has Safety PLATE Glass—easily identified by the Hallmark of Higher Quality—in *every* window. And remember—many manufacturers bring you this finer glass in every window of their cars *at no extra cost to you*.

PLATE GLASS MANUFACTURERS OF AMERICA, PITTSBURGH, PA.



**FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
 A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
 FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.**

"It's a Pipe"

MEN SAID LAST SPRING

Repeat performance by royal command of the American pipe smoker

Here's an amazing offer, men. A sure-fire sell out. Last Spring this same offer swamped us with requests we could not fill. And there is only one reason why Briggs can afford to make this offer *again*. We want you to try Briggs Pipe Mixture . . . because, if you're like most men, you'll make Briggs (aged four full years) your pipe friend for life. Money back quickly if you're not delighted.

For this Fall, we ordered all these pipes we could get from L. & H. Stern, Inc., makers of "Park Lane" pipes for 40 years, to sell at not less than \$3.50. Choicest imported "aged" briar, perfect finish and balance. Exclusive "Park Lane" heat tested bowl and triple filter assure permanent sweetness; clean, dry, mild smoking—from the first puff! Act at once! Our supply of these pipes is limited!

GENUINE "PARK LANE" DE LUXE BRIAR
RETAILED FOR YEARS AT \$3.50

now with
TWO 15¢ TINS OF BRIGGS
PIPE MIXTURE

ALL FOR \$1.00

ACT NOW, MEN

Don't delay! First come, first served (quantity of these pipes is limited). We guarantee quality of both pipe and tobacco. If your tobacconist can't supply you—mail coupon *today* sure! This offer good in United States only.

BRIGGS, 119 West 40th Street, New York City
Enclosed is \$1.00 (check or money order, for safety). Send me the special de luxe box containing 2 tins of Briggs and the genuine "Park Lane" briar pipe as advertised.

Name _____
Street _____
City _____ State _____

LETTERS TO THE EDITORS

(continued)

Sirs:

From a photographic standpoint, I greatly admire the pictures that you title "Jews Celebrate Their Holiest Days"—but as a Reformed Jewess, I resent them. They do not fairly portray all Judaism. In fact I have never seen such rituals and ceremonies as you depict, and I have been to many different temples on the holy days. Had you taken pictures in our temple and at many others throughout the land, your readers would have seen people whom they could hardly distinguish from Christians at their churches.

MRS. RALPH K. UHRY
Atlanta, Ga.

Sirs:

I was disappointed in your presentation. You did not take a cross section, but an obscure group whose customs are unfamiliar to the majority of Jews, and do not reveal Yom Kippur to be the fine, spiritually uplifting day it is as practiced here in America. Why did you not choose more representative pictures of Conservative and Reformed Judaism besides Orthodox?

H. ROTHKOPF
White Plains, N. Y.

LIFE regrets that, in presenting the Orthodox observance of Jewish holy days, it failed to please Reformed Jews. Nowhere in its text did it claim that its pictures were standard practice throughout all the different branches of Judaism—ED.

Micro & Photo

Sirs:

In the Sept. 13 issue of LIFE, on page 72, you refer to an enlarged photograph of cells as a "microphotograph." The sentence should have read: "Shortly after this photomicrograph was taken, they were separated."

A photomicrograph is a very large picture of a small object, whereas, a microphotograph is a microscopically small picture of a large object.

RALPH P. CREER
Senior Clinical Photographer
Veterans Administration
Hines, Ill.

LIFE is glad to be corrected on this technical point—ED.

Pumpkin Pie

Sirs:

I am very much interested in that last cut of pumpkin pie in Doris Lee's painting *Noon* (LIFE, Sept. 20).

Here in California where I have spent almost all my life as a farmer or pharmacist, we do not have ripe pumpkins in time to make pies for the haying season.

The modern farmer does buy his milk in cans and goes to town for his fresh vegetables, so perhaps the modern farmer's wife makes pie from canned pumpkin for the haymaker's dinner.

MARVIN SYDENSTRICKER
Sacramento, Calif.

Doris Lee says it's pumpkin—ED.

(continued on p. 13)

ROYAL—B. C.

More than 3000 years before Royal Metal Mfg. Co. this splendid example of royal furniture was revealed. It is King Tut's throne, found in a tomb that revealed breath-taking riches. Covered with sheet gold was Tutankhamen's coronation chair, adorned with polychrome glass, faience, stone inlay. Now on view at the museum in Cairo.



Today's Royalchrome

is royal in quite another sense, but no less fitted to the period it serves, the purposes for which it is used. The ROYAL of today is a high achievement in design and craftsmanship. Its appearance ushered in a new furniture era. It has met the needs and wishes of thousands seeking the combination of beauty and utility.

So great is this popularity that all demands could not be filled* unless Royal quality standards were scrapped. ROYAL chairs, tables, stools, desks, settees, etc., are pictured and described in various catalogs and any Royal dealer will supply you with the one you desire, or you may write to

ROYAL METAL MANUFACTURING CO.

Michigan Boulevard
at 11th Place
CHICAGO

NEW YORK—LOS ANGELES—TORONTO

*ROYALCHROME furniture, formerly limited to \$1,500,000 annually has the same quantity limit but measured by pieces instead. Necessarily today the dollar value is greater. Continuing "dollar measurement" would mean discharging men. It is Royal's aim to employ the same number steadily—and if possible happily. This we try to do by having Royal's President know each workman personally. If your dealer cannot supply ROYALCHROME we suggest you buy from Royal's several worthy competitors.

Royal

"Metal Furniture Since '97"

NEW! stunning low cost **PERSONAL-IZED FLOORS** of Adhesive Sealex, the modern linoleum



Field pattern "Corinth," No. A7231. Sealex Insets of "Discs" and "Leaves" and ready-cut Feature Strips in accenting correlated colors.

INDIVIDUAL CUSTOM EFFECTS AT AMAZINGLY LOW PRICES!

Now! the crowning personal touch for your home—Personal-ized†Floors of Adhesive Sealex Linoleum. Floors whose designs you actually create yourself, with the gay new Sealex Insets, Feature Strips and Borders. (They're all color-correlated with Sealex Inlaid Linoleum patterns, to insure artistic color schemes!)

Ready-cut, Sealex Insets are very inex-
†Reg. U. S. Pat. Off.

pensive. Adhesive Sealex is the patented* inlaid linoleum, with factory-applied adhesive on the back, that saves as much as 20%. This saving often is enough to pay for the slight cost of the personal-ized designs.

The effects you can devise are as boundless as your imagination! See your nearest Adhesive Sealex Linoleum dealer very soon.

Also send 10c for thrilling new book, "Match your Rooms to your Personality"—Congoleum-Nairn Inc., Box 14, Kearny, N. J.



*Patent No. 1,970,503



THE MODERN FLOOR IS A **PERSONAL-IZED** FLOOR OF **SEALEX** INLAID LINOLEUM



HICKOK *Action*BAK Braces given
still more Style and Comfort by
Exclusive New Luxury Weave...

Live-Spun

I T S - T - R - E - T - C - H - E - S

A triumph of Hickok ingenuity! Now, for the first time, braces made of richly patterned neckwear fabrics . . . with all the comfort of elastic braces!

Live-Spun, the latest exclusive Hickok advance, gives the weaver's art full expression—in fine design—rich color harmony—style distinction. Yet all the comfort of ample s-t-r-e-t-c-h is retained in matchless Hickok *Live-Spun*.

Re-doubling *Live-Spun* comfort is the patented, sturdy Hickok *Action*BAK with *Action*FRONT . . . conforming smoothly, lightly, to every move of your muscles. You've never been as comfortable in any braces, and these are most correctly styled in new Hickok *Live-Spun*!

For Smart French Cuffs



The beauty of Hickok Cuff Links is one big reason for today's trend to French Cuffs. Latest Hickok Air-line construction and the new Safety-Disc add convenience and utility to these creations of Hickok Jewelers. Illustrated: Rich cabochon stones of Skyway Blue \$2.50




\$1.50

The invention of Hickok *Live-Spun* now permits braces of the most varied designs and color harmonies. Select the shade and pattern most suitable for your own wear—at good stores near you.

HICKOK

Belts. Buckles. Braces. Garters. Jewelry



Even if You don't believe it.

Ask your favorite dealer to show you a Wearever De Luxe Fountain Pen. You don't have to buy it. But look at it! Write with it! Note its self-evident quality—14 carat gold point, iridium tipped, with patented reinforced guard—large ink capacity—perfect balance—smooth, easy writing. Prove to yourself that it's a pen you'd be glad to give and proud to own.

It's only a dollar! *Impossible? Not at all—one of America's largest pen specialists has proved that you don't have to pay any more for a fine fountain pen. The proof is Wearever De Luxe.

You'll like the Wearever Personal Pencil, too. It's 50¢.

DAVID KAHN, Inc.
Dept. L.
North Bergen, N. J.
(Est. 1896)

*In Canada, \$1.50

\$1.00

THE DOLLAR PEN
YOU'LL BE PROUD TO OWN

WEAREVER De Luxe FOUNTAIN PEN

Leica—and "LOST HORIZON"



Harrison Forman
with his Leica
in Tibet

Leica has made possible the authenticity of Columbia Pictures' "Lost Horizon", for it has visited the mysterious land of Tibet with the famed explorer, Harrison Forman, recording its people and customs for all to see. Whether you go to Tibet or "explore" your own back yard, the Leica camera makes you master of any photographic situation.

Always easy to make pictures with the Leica—it is now easy to buy one. Ask your dealer about the new Leica Time-Payment Plan.



MODEL G WITH XENON F.1.5
SPEED LENS AND RAPID WINDER

THE ORIGINAL MINIATURE CANDID CAMERA
E. LEITZ, INC. • 730 FIFTH AVE. • N. Y.
DEPT. 112

LETTERS TO THE EDITORS

(continued)

Reilly Wrong

Sirs:

Reader Reilly is wrong when he says (LIFE, Sept. 27): "You give away too much in your pictorial reviews [of movies], leaving little to be anticipated and I daresay, enjoyed, by the public."

He is wrong about *The Plainsman* which I would never have gone to had I not first seen LIFE's exhaustive, thrilling review. Returning, I enjoyed the story in retrospect, with LIFE. Triple play!

He is wrong about *A Day at the Races* because all Marxiana needs several viewings. Their gags come over much too fast and furious to be completely absorbed at one sitting.

He is wrong about *Topper* which LIFE previewed—but which *National Police Gazette* previewed first—more accurately, more exhaustively, more gag-swipingly, more kibitzingly . . . (but I only had the stills and read the book).

CLIFF MCGUINNESS
Editor

Police Gazette
New York, N. Y.

Fencer Faulkner

Sirs:

In connection with your review of *The Prisoner of Zenda* in LIFE, Sept. 13, you ran a picture of a duel which you indicated was between Ronald Colman and Douglas Fairbanks Jr. This is an error, as the picture you ran was a scene from the dungeon fight between Mr. Colman and Ralph Faulkner.

Mr. Faulkner, international champion of saber at Dieppe, France, in 1928 and member of the 1928 and 1932 American Olympic fencing teams, was in charge of the swordplay in the *Zenda* picture. He arranged the duels, trained the principals and wrote part of the dialogue used in the fight scenes between Colman and Fairbanks.

R. BRUCE
Secy. to Mr. Faulkner
Hollywood, Calif.

All credit to Fencer Faulkner and LIFE's apologies for stupidly confusing him with Douglas Fairbanks Jr.—ED.

Laughing Mennonite

Sirs:

LIFE, usually accurate, was grossly inaccurate when, in *Pictures to the Editors*, Sept. 20 issue, there appeared under the caption "Unsmiling Clan," the statement of one Simon M. Schwartz of Berne, Ind., to the effect that: "They belong to a religious sect which forbids them to smile or laugh at any time."

My good friend, Mr. Ananias Noah Schrock, who is the head of Baldwin County's Mennonite Colony, must have just committed a terrible sin against his religion, for, a few minutes ago, he gave vent to a hearty laugh when confronted with his picture in LIFE. He did not know that the photographer would indulge in inaccuracies.

I have known Mr. Schrock and other members of his community for many years and can truthfully say that they appear to be quite a happy people, smiling and laughing as often as other people.

LESLIE HALL
Bay Minette, Ala.



\$15

AC and DC

"It's given us an extra bathroom!"



FATHER, three grown sons and a daughter in a not-too-large house! All the males go to work at the same time. In the single bathroom they must all shave. Imagine the fussing, the confusion and the irritations that spoil a breakfast and ruin the day.

Then came the Schick Shaver—four of them, in fact. And now the boys shave in their bedrooms and a grateful mother writes an enthusiastic letter praising the Schick Shaver and adding: "It's given us an extra bathroom."

THE JOY OF "SHAVING ANYWHERE"

You can sit in a comfortable armchair and shave with a Schick. You do not need a light or a mirror. If you wear glasses, you can leave them on with no fear of splashed lenses,

for you use neither soap nor water with the Schick Shaver. Shave twice a day if you wish, for the action of the Schick is so gentle you could shave ten times a day without hurting yourself.

There are no blades in the Schick Shaver—no sharp edges to cut you—no moving part can touch the skin so that shaving becomes a real joy instead of a dreaded nuisance.

ASK AN AUTHORIZED DEALER

A Schick dealer will show you the Shaver, explain how simply you can learn to shave quickly and closely and also shave in the most economical way possible.

SCHICK DRY SHAVER, INC., Stamford, Conn. Western Distributor: Edises, Inc., San Francisco. In Canada: Henry Birks & Sons, Ltd., and other leading stores.



SCHICK SHAVES



CINZANO VERMOUTH is widely enjoyed in Manhattan (and, of course, in Manhattans). There are two reasons for this. First: New York has so many cosmopolitan travellers from lands where good vermouth is part of good living. They prefer CINZANO. Second: native-born New Yorkers are great cocktail consumers. Sooner or later they try a cocktail made with CINZANO. And from that point on, it's always CINZANO for them!



ITALIAN
FROM ITALY
Alcohol 15.6%
by volume



DRY
FROM FRANCE
Alcohol 18%
by volume



CINZANO

VERMOUTH

CANADA DRY GINGER ALE, INC., NEW YORK, N. Y.; SOLE DISTRIBUTOR

Always a jump ahead in BUSTER BROWN SHOES



Young feet are tender, pliant. They need the protection and support that Buster Brown Shoes provide. In correctly-fitted Buster Browns, children's feet develop as nature intended. As the foot changes, Buster Brown lasts also change to mold the foot correctly. Buster Brown's Health Cushion absorbs shocks, helps keep foot from pronating. Because the shoes worn in formative years have much to do with future health, take this extra precaution; see that Buster Brown's picture is in the shoes you buy for your child.

Brown Shoe Company
MANUFACTURERS • ST. LOUIS

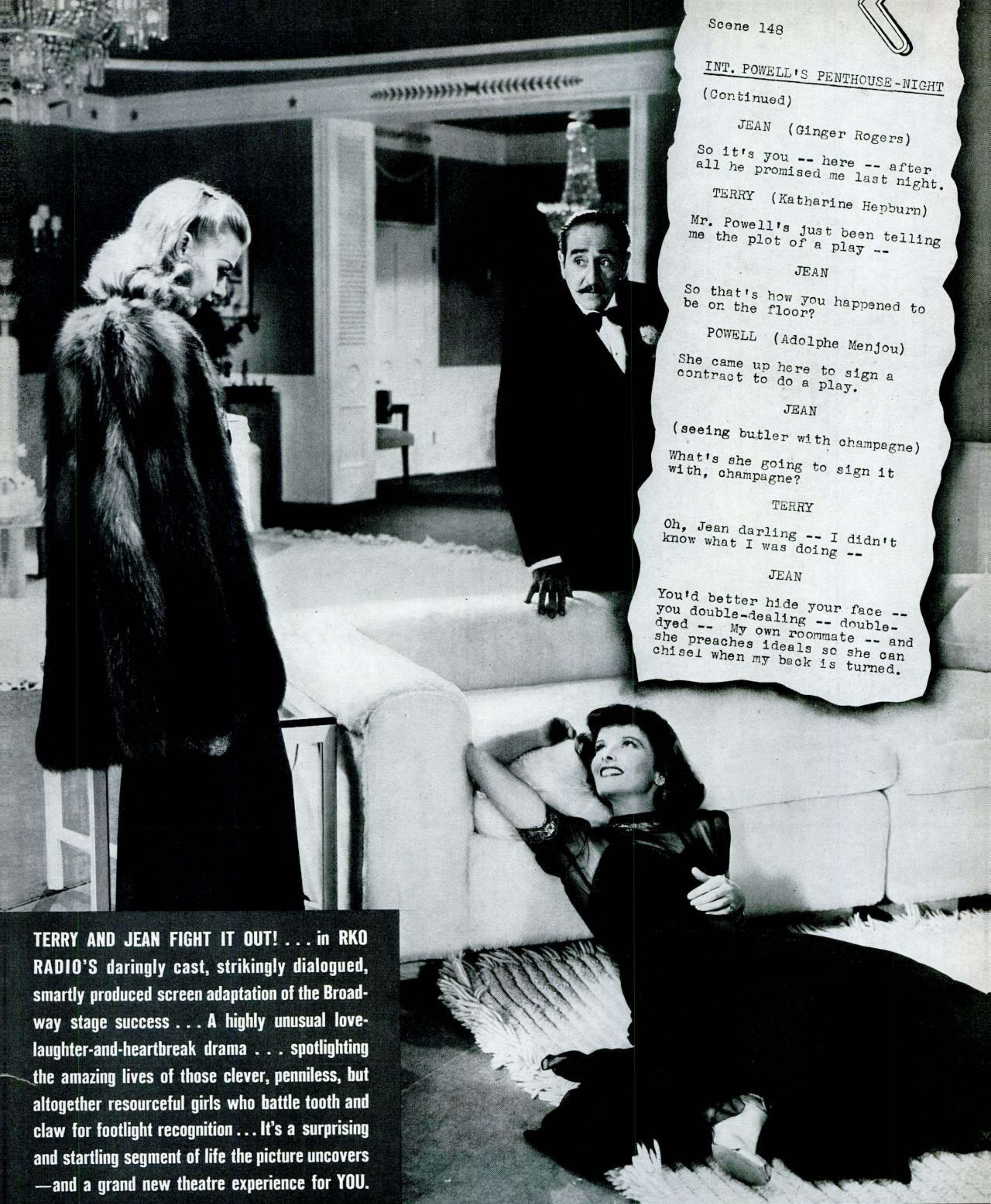


Also makers of Air Step
Shoes for Men and Women



NEW DEPARTURE Coaster Brake

New Departure • Division General Motors Corporation • Bristol, Connecticut
ALSO MAKERS OF NEW DEPARTURE BALL BEARINGS



Scene 148

INT. POWELL'S PENTHOUSE-NIGHT
(Continued)

JEAN (Ginger Rogers)

So it's you -- here -- after
all he promised me last night.

TERRY (Katharine Hepburn)

Mr. Powell's just been telling
me the plot of a play --

JEAN

So that's how you happened to
be on the floor?

POWELL (Adolphe Menjou)

She came up here to sign a
contract to do a play.

JEAN

(seeing butler with champagne)

What's she going to sign it
with, champagne?

TERRY

Oh, Jean darling -- I didn't
know what I was doing --

JEAN

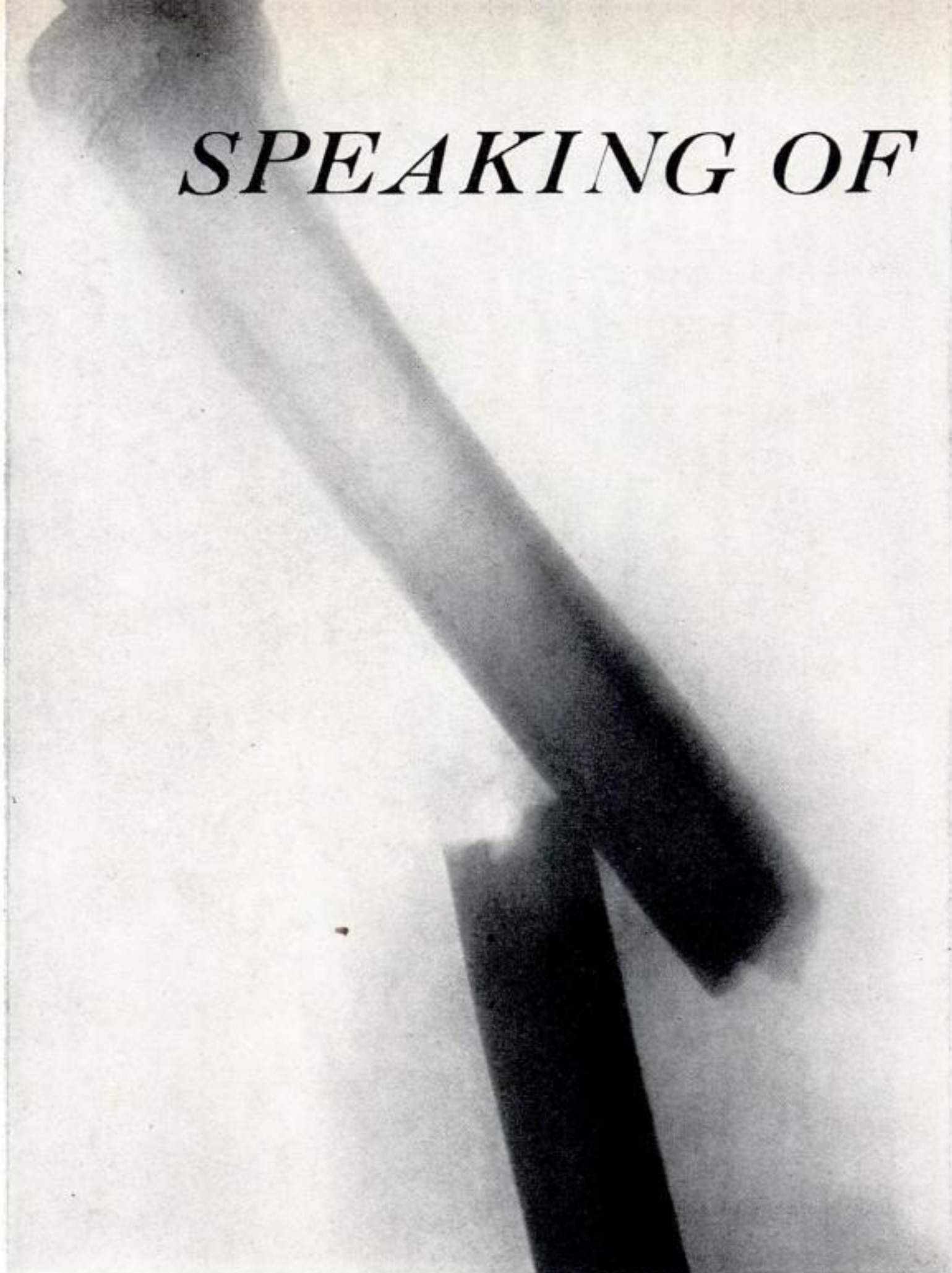
You'd better hide your face --
you double-dealing -- double-
dyed -- My own roommate -- and
she preaches ideals so she can
chisel when my back is turned.

TERRY AND JEAN FIGHT IT OUT! . . . in RKO
RADIO'S daringly cast, strikingly dialogued,
smartly produced screen adaptation of the Broad-
way stage success . . . A highly unusual love-
laughter-and-heartbreak drama . . . spotlighting
the amazing lives of those clever, penniless, but
altogether resourceful girls who battle tooth and
claw for footlight recognition . . . It's a surprising
and startling segment of life the picture uncovers
—and a grand new theatre experience for YOU.

"STAGE DOOR" starring KATHARINE HEPBURN . . GINGER ROGERS and ADOLPHE MENJOU

with GAIL PATRICK, Constance Collier, Andrea Leeds, Samuel S. Hinds, Lucille Ball . . . Authored by two of the greatest living playwrights, EDNA FERBER and
GEORGE S. KAUFMAN . . . Thrillingly directed by the genius behind "My Man Godfrey," GREGORY LA CAVA . . . Glamorously produced by Hollywood's ace
picture-maker, PANDRO S. BERMAN . . . Sparkling screen play written by Morrie Ryskind and Anthony Veiller . . . RKO RADIO PICTURE

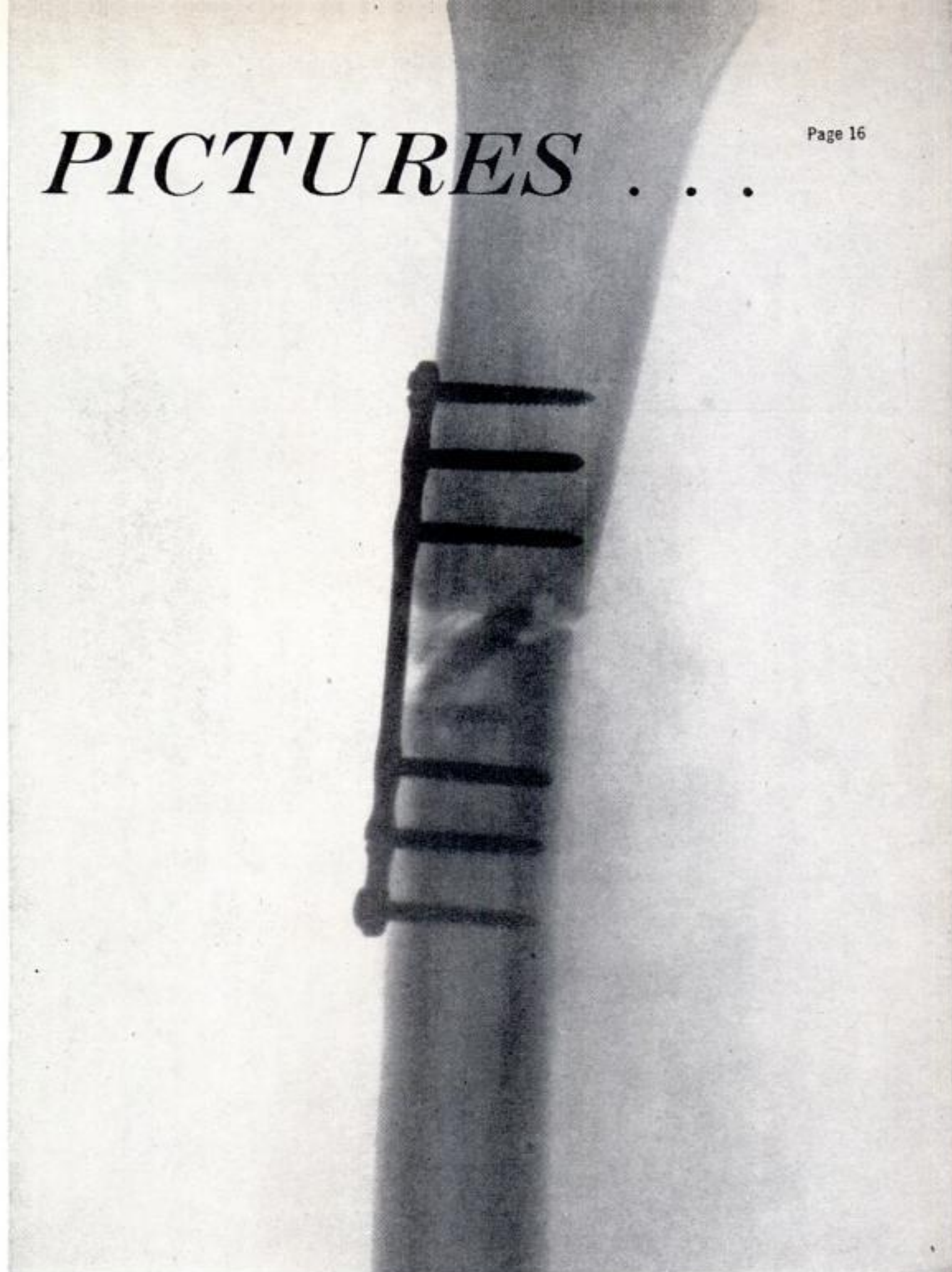
SPEAKING OF



The femur, or thighbone (*above*), has suffered a severe transverse fracture. The upper half of the badly-splintered bone has been knocked clean away from the lower half and pushed far out of position. "A marked displacement and overriding" is the medical description for this.

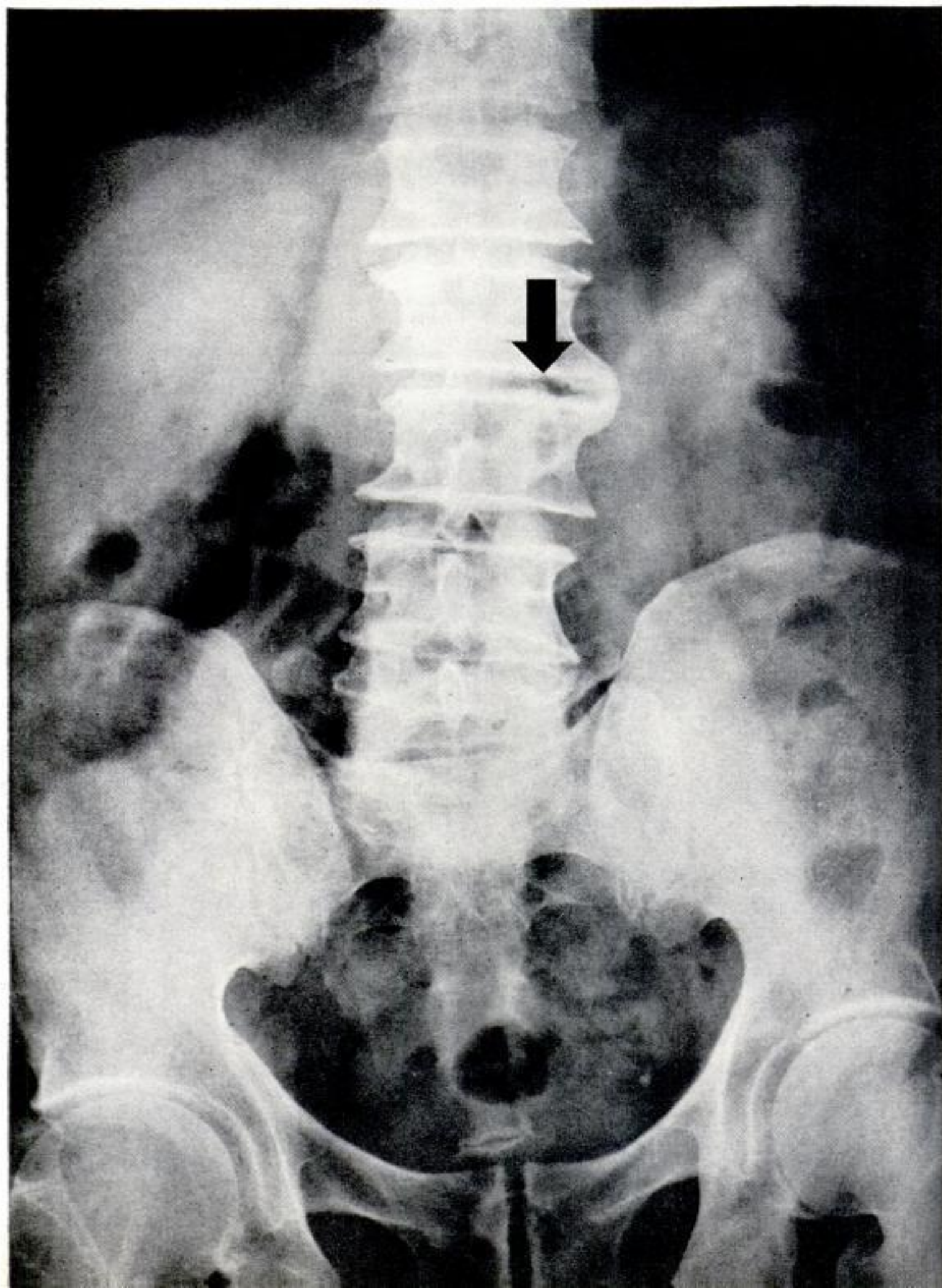
PICTURES . . .

Page 16

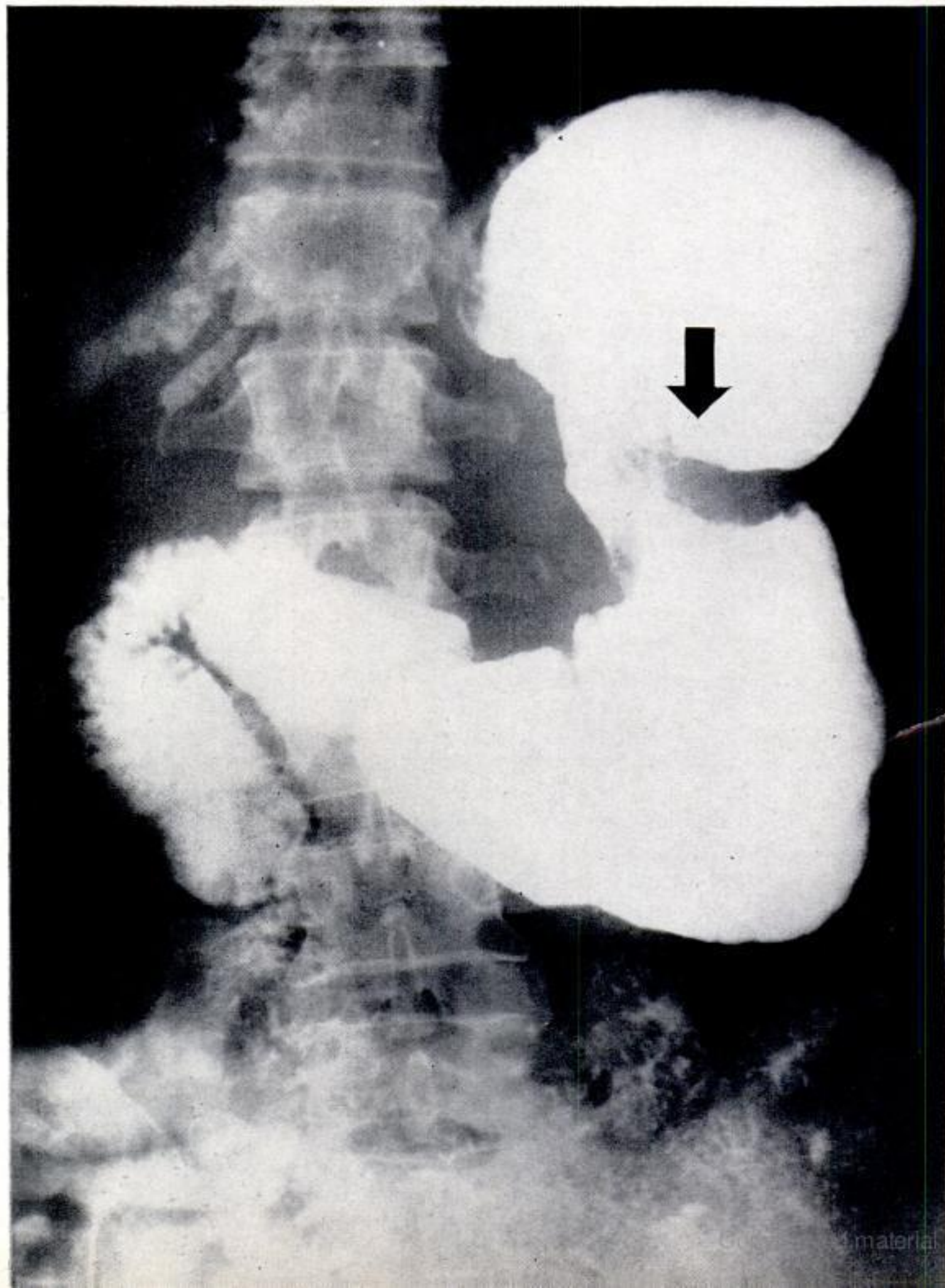


To set the femur, the doctor has had to do some drastic surgical carpentry. As this X-ray shows, the fragments of the broken bone have been fastened in place with strong steel screws and a steel plate. Such procedure is necessary when a large bone is as badly broken as this.

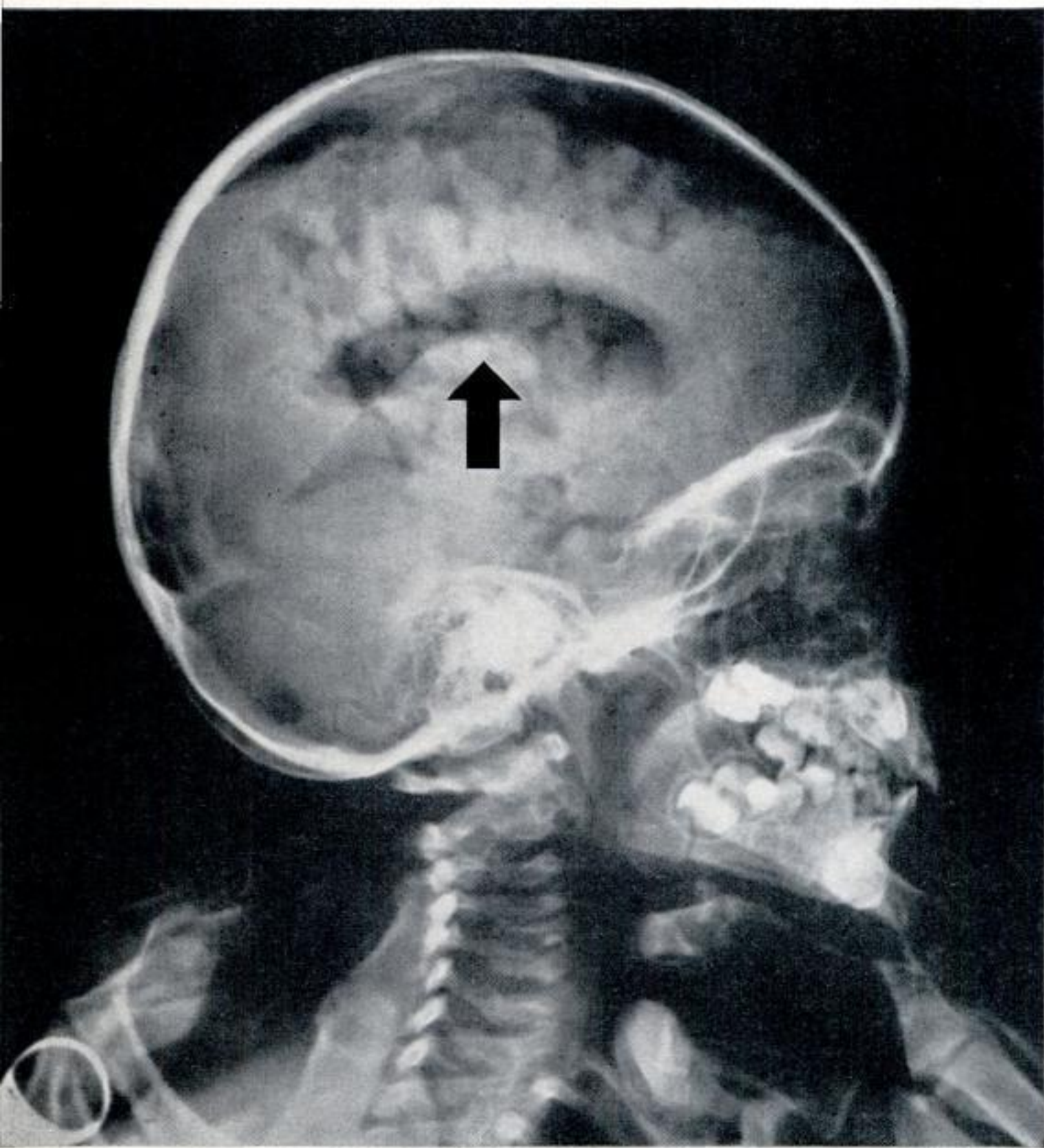
Arthritis has affected the vertebrae *below*. This case shows a hypertrophic condition: a bony overgrowth protrudes from the spine. The growth has bridged the gap between second and third lumbar vertebrae, a condition which the doctor recognizes as an advanced stage of the disease.



Cancer of the stomach is revealed by the X-ray (*below*). The cancerous growth shows as the dark area that cuts into the wall of the stomach. Without the X-ray, stomach cancer would be exceedingly hard to diagnose for this dread condition yields few and often misleading symptoms.

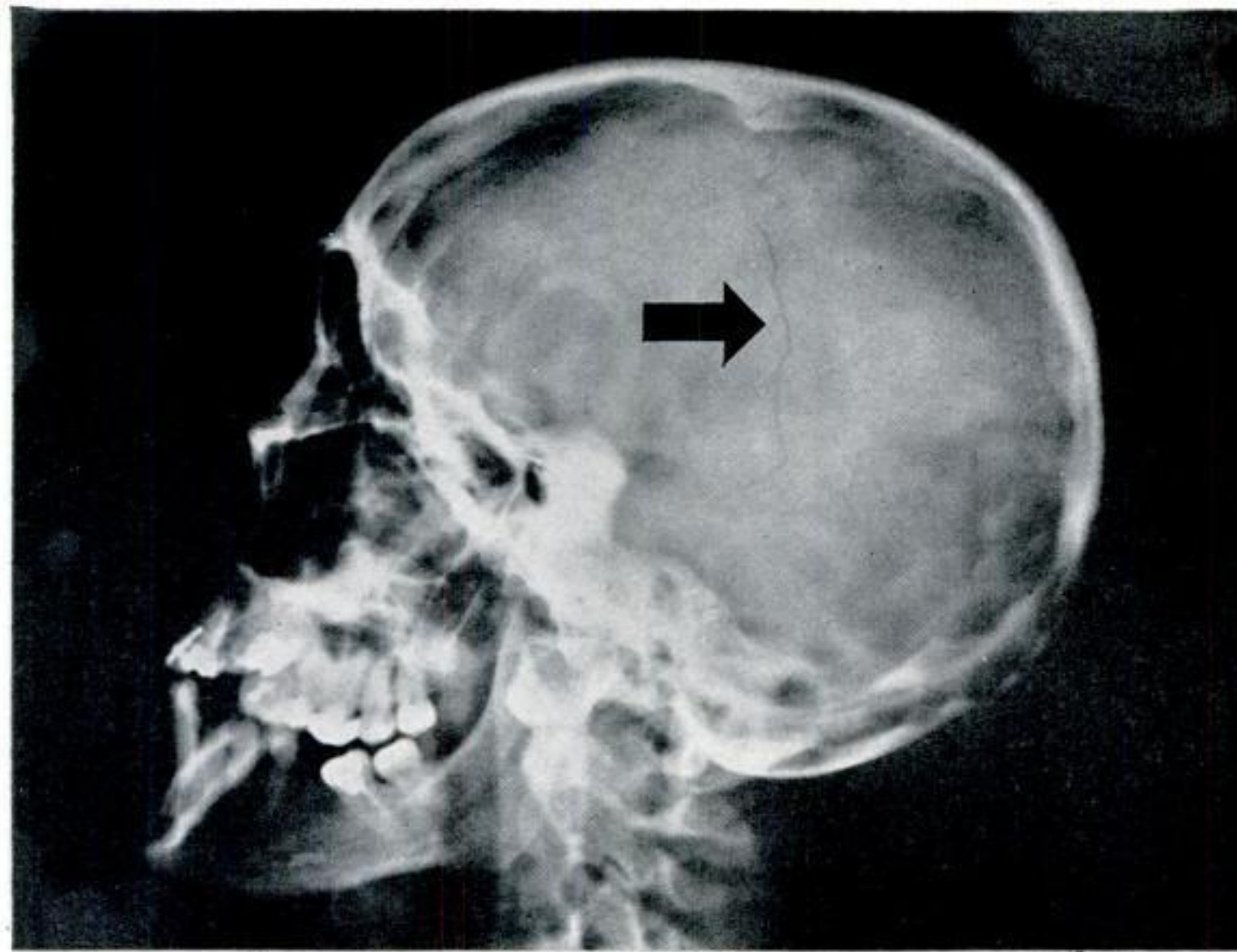


... THESE ARE X-RAY PHOTOGRAPHS



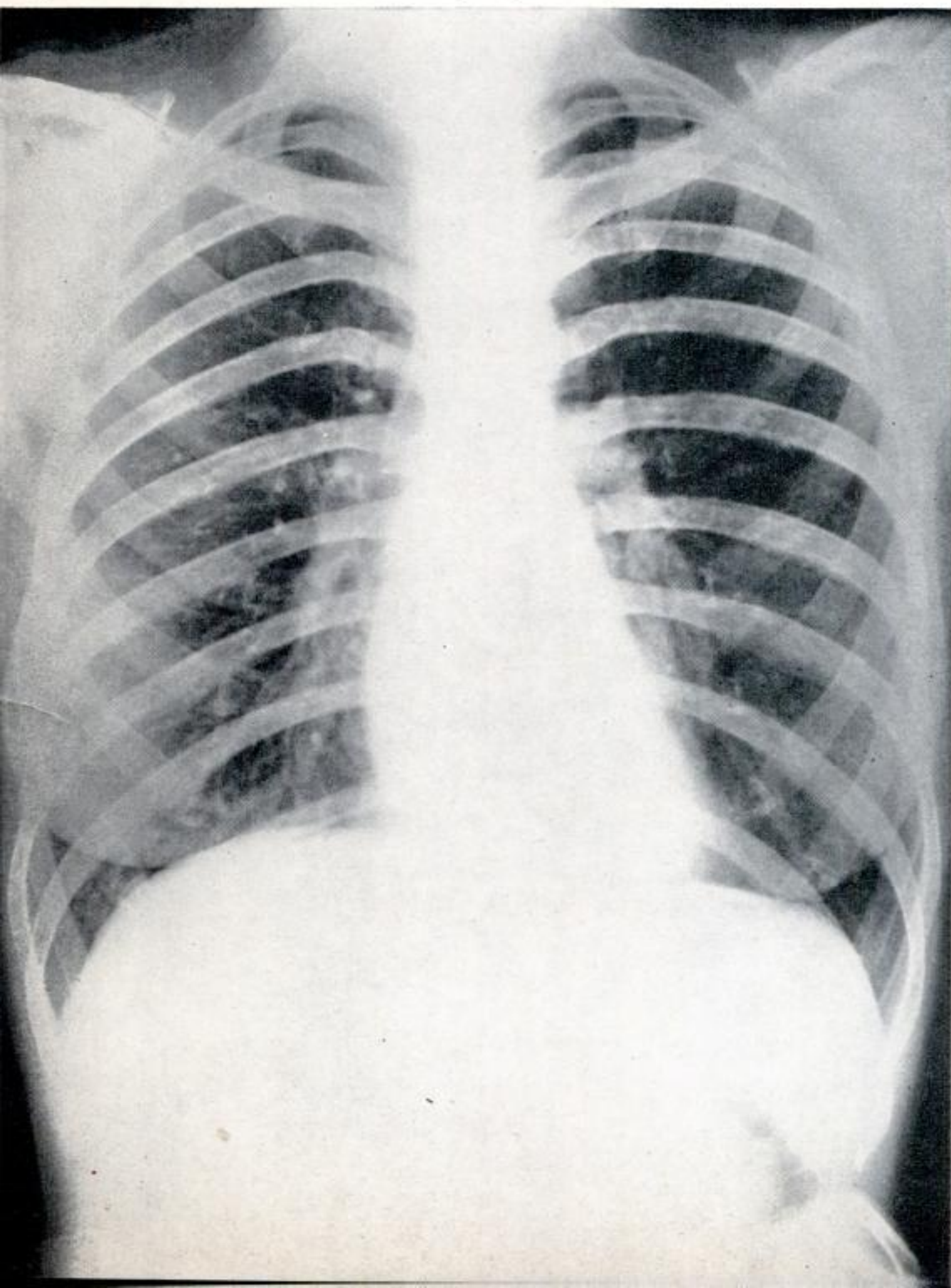
Encephalogram is the term for this X-ray. Suspecting brain tumor, surgeons drew fluid from the spine, displaced it with air. The air traveled up to brain ventricle which appears as a dark area. Any obstruction would appear as a light area, indicate a tumor. No tumor shows here.

The radiologists whose recent Chicago congress is reported on pages 43-45 will recognize the photographs printed here as prime examples of good X-ray photography. They are clear enough so that the layman can easily follow the X-ray diagnosis. X-ray photographs are made with rays of short wave length and great penetrating power. The ray passes through the body, registers an image on a photographic negative. Because the rays cannot penetrate bone, bones stand out sharply in the pictures. To photograph an organ which X-rays do penetrate, that organ is filled with an opaque substance. The stomach shown opposite was filled with barium which, being opaque to the X-ray, outlined the stomach walls, revealed the cancer.

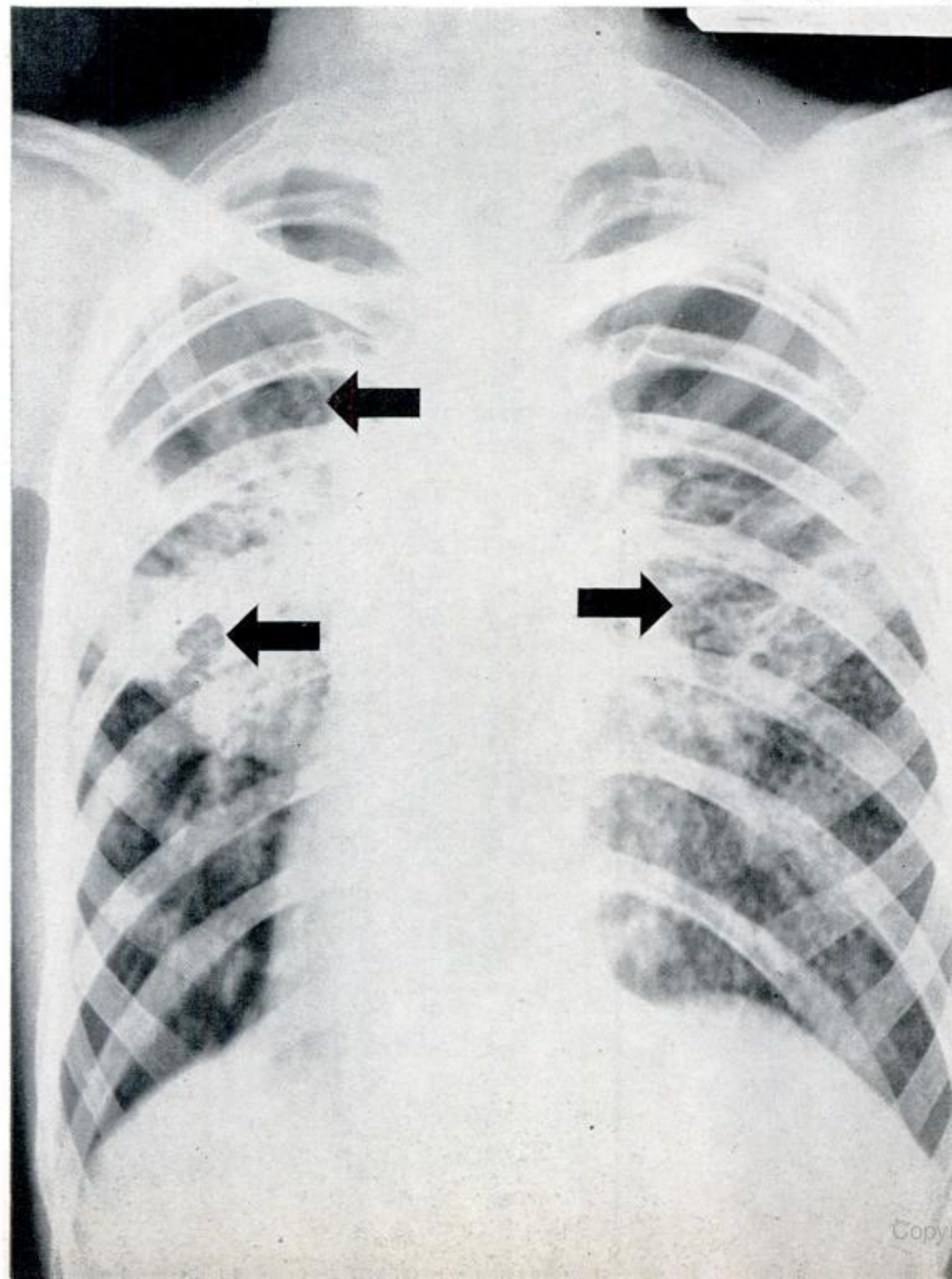


A fractured skull can usually, though not always, be discovered by the X-ray. The skull above has been very badly fractured. The long wavering crack starts at the suture (the joining of the skull's frontal bone with the parietal bone) and runs laterally down the parietal.

Healthy lungs look like those *below*, photographed through the front of the chest. The doctor will note that the lungs show up in sharp, unmottled lights and darks. The heart is in its normal position in the centre of the chest, the diaphragm curving smoothly below it on either side.



Tubercular lungs look like the badly diseased pair *below*, photographed through the back. Arrow at upper left points to dark area of a large lung cavity. Arrow below it points to a newly-formed cavity. Arrow on the right marks the mottled area where disease is slowly eating tissue away.





Men tried just as hard to tie belt ends together

A typical example of Goodrich development in rubber

GROWN men, trained engineers, tried to fasten belt ends together—and for many years their splices were as apt to come apart as the little fellow's shoestrings.

Some belts could be laced up or held with metal fasteners but those high-tension belts on heavy machines, or high-speed belts running a mile a minute, or more, failed at the splices with discouraging regularity. Goodrich research men, already busy with other

improvements in belting, took this as the problem of the year.

They found failures came not so much from *weak* splices as from tension and air resistance. Even the thinnest feather-edge of fabric would be loosened by repeated flexing and air currents; then the belt plies would separate. So they designed a splice in which a section of an inner ply is removed, the outer ply carried under the surface, covered, sealed with rubber and vulcan-

ized in a portable electric vulcanizer. Belts with this new "Plylock" splice lasted sometimes ten times as long as the old belts. Users constantly tell us of serious belt problems which have been completely solved.

Goodrich is always busy with development work on rubber products. Much of it applies to new products, new uses—but no product is too "staple" or too *standardized* to get its share of this work. Goodrich research in rubber has resulted in important improvements in conveyor

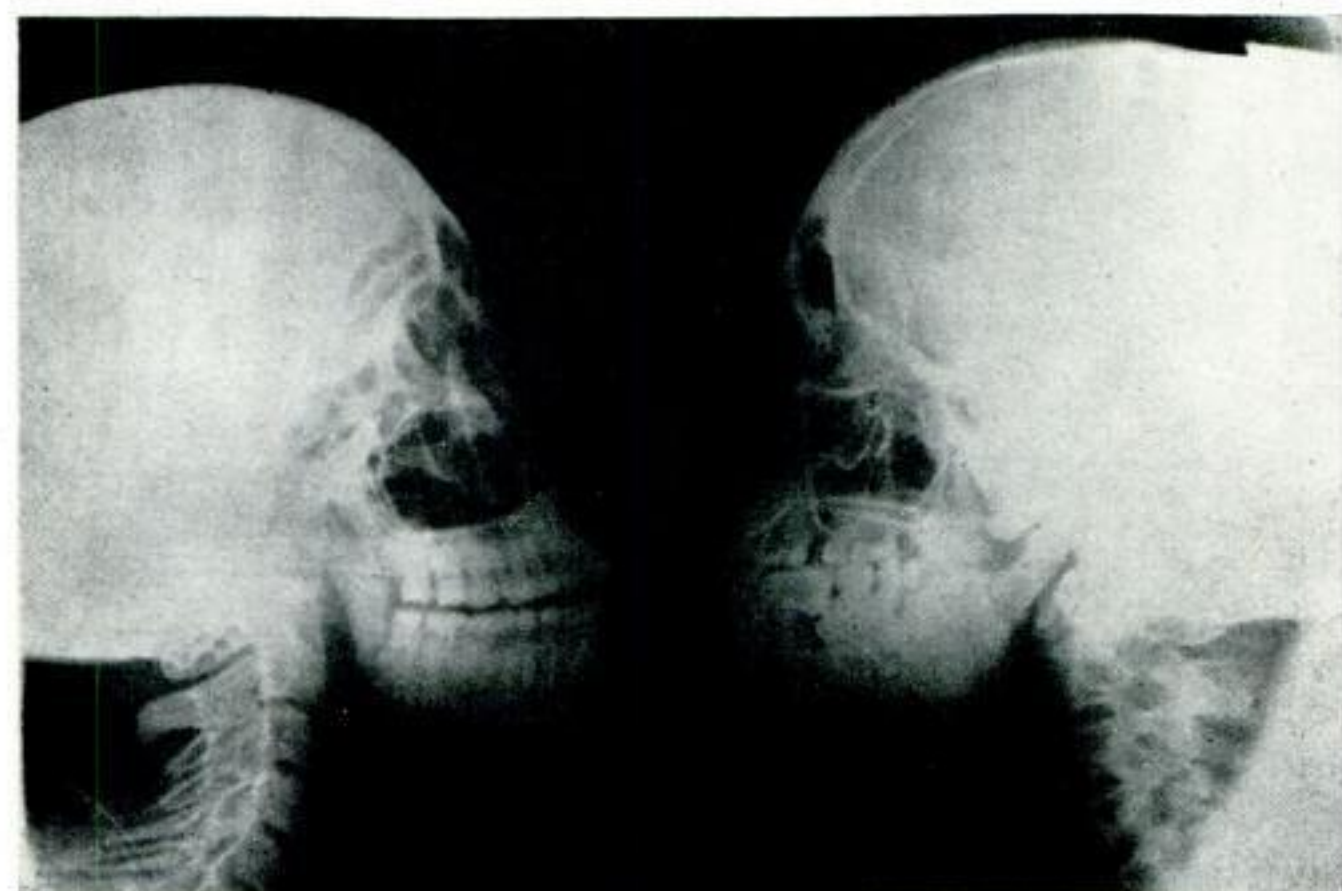
belts, rubber-lined pipe, steam hose, suction hose and hundreds of other products classed generally as mechanical rubber goods. Ask your Goodrich distributor about them. Write us if you don't know him. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich

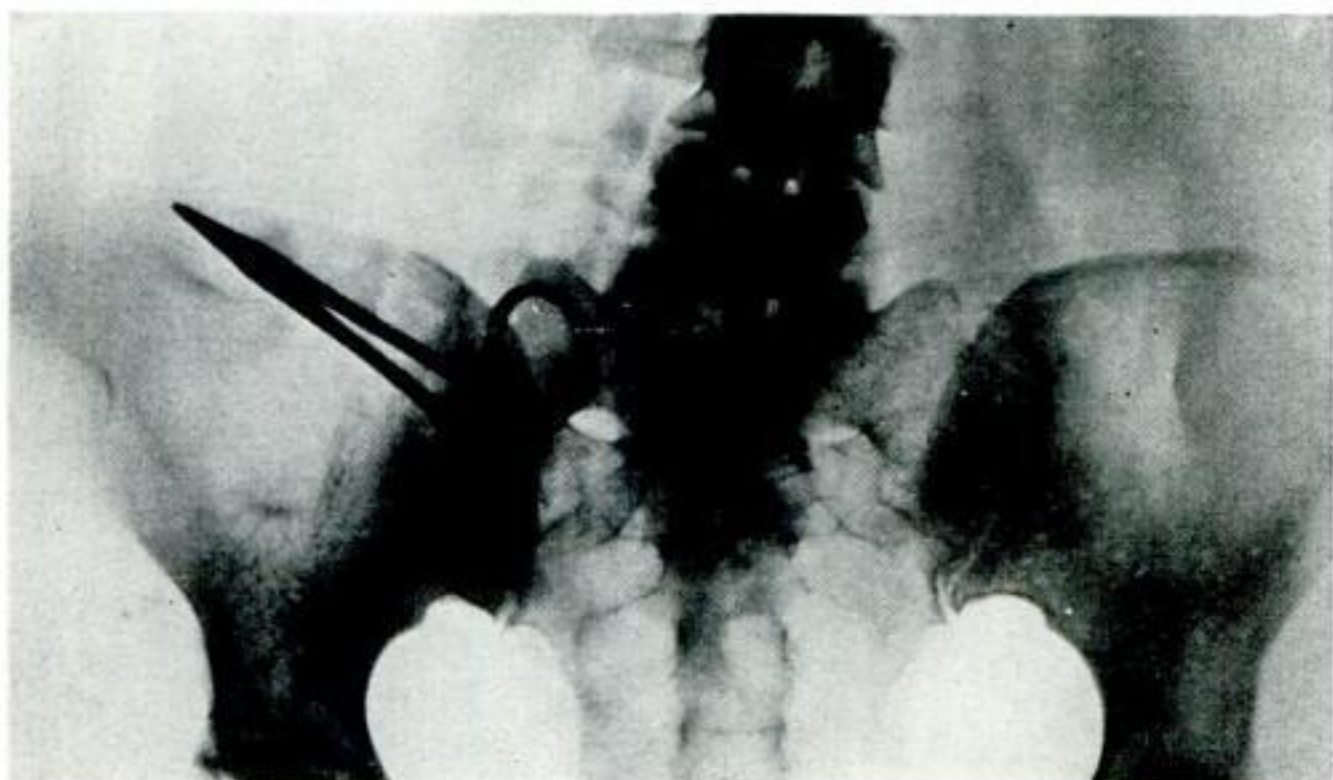
ALL *products* *problems* IN RUBBER

SPEAKING OF PICTURES

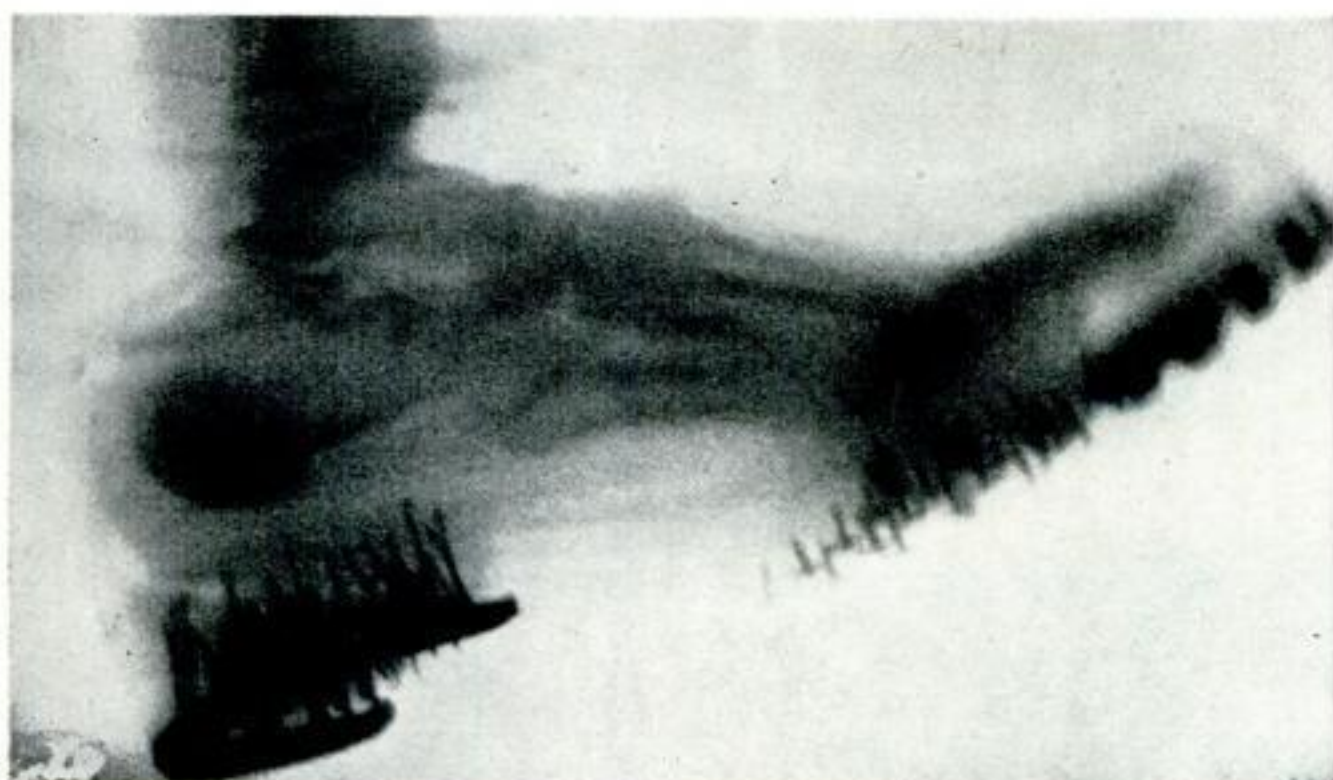
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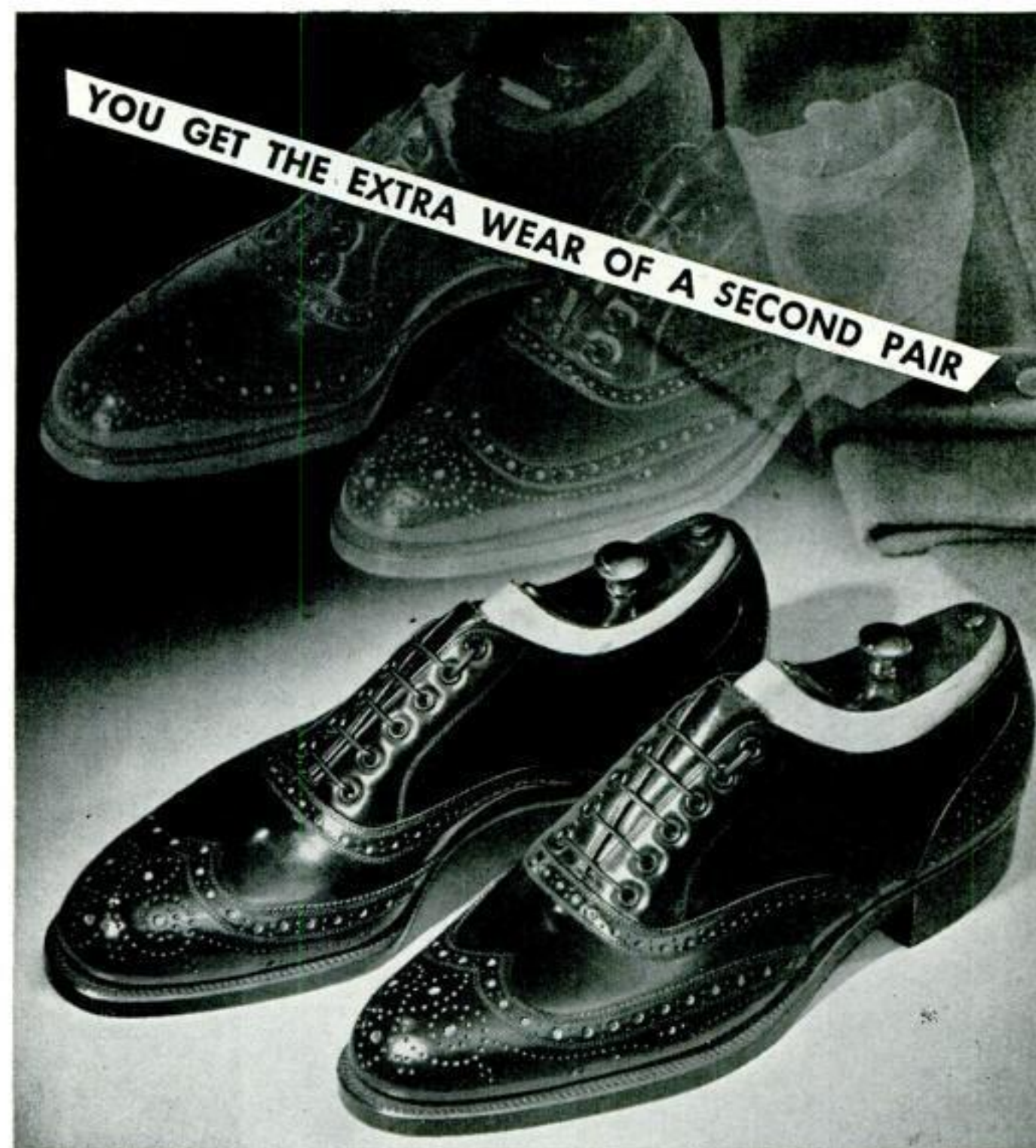
Unscientific X-ray pictures are frequently taken by radiologists with senses of humor. A favorite radiological jape is the one (above) in which the X-ray makes the rapturous girl and her expectant friend look like a couple of courting chimpanzees.



A pair of surgical scissors was left inside Mrs. A. R. Banks of Catoesa, Okla., after an appendectomy. Four years later, Mrs. Banks having complained of pain, an X-ray showed the scissors at the base of her spine. An operation removed them.



A workingman's foot, shoe and all, was photographed by X-ray for a movie made by UFA Kulturfilm. The movie caption reads: "A man with nailed shoes looks like a fakir in the X-ray. It's a good thing a strong sole lies between foot and nails."



Extra CARE in MAKING *means Extra MILES in WEARING*

We don't ask you to buy Florsheim Shoes on *faith* . . . we prefer that you choose them on *fact*. Choose them because they look better, feel better, *wear* better. Choose them because they're built to deliver "the extra wear of a second pair" . . . giving double-pair service at single-pair price . . . stretching your shoe mileage and shrinking your annual footwear cost. Extra care in the making insures extra miles in the wearing. It's economical to wear Florsheims . . . *and indefinitely more satisfying!* Illustrated, The TUDOR, S-685; a winter weight wing-tip brogue in genuine shell cordovan . . . Retails at \$11.

\$10

MOST STYLES

THE
FLORSHEIM
SHOE

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WHO'S TO BLAME?



LOVED, YET NEGLECTED

This is Boots, aged two, who has a good home and is genuinely loved by his "family." Yet his health is far from what it should be... as his folks have unsuspectingly been sold on a so-called "bargain" dog food.



DIDN'T KNOW THEIR DOG WAS STARVING

The family is not to blame! They thought their dog was being well fed. What they didn't realize is that "bargain" dog food contains inferior ingredients, including much cheap "filler" that provides bulk, but no real nourishment!



THE CULPRIT

Here's the man to blame... the cheap dog food manufacturer, who hides a worthless product behind a fancy label! Laboratory biological tests have shown many cheap brands to be not only worthless as food, but dangerous to dog health!

DON'T STARVE YOUR DOG ON A BARGAIN FEED HIM RED HEART'S 3 FLAVORS!

If you love your dog, don't feed him cheap dog food! Give him the 3 flavors of Red Heart in rotation. Diet A is beef-flavored; Diet B is fish-flavored; and Diet C is cheese-flavored. All the same basic diet... with the 3 flavors added for taste variety. Red Heart is wholesome, nutritious, appetizing, rich in vitamins and



minerals. Contains federally inspected beef meat food products, vegetable and bone meals, cereals, Fleischmann's irradiated yeast, and cod-liver oil. Be sure to include Red Heart Biscuits in his diet, too, to keep his teeth and gums healthy and strong.
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RED HEART'S
3 flavors...in rotation



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WINTER WEATHER VARIES 53° AND MORE Get Pennzoil's Wide-Range Protection

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nearest bonded Pennzoil dealer today!

TEMPERATURE RANGES

October-February 1936-37

	High	Low	Range
Atlanta	83	20	63
Boston	79	10	69
Chicago	81	1	80
Kansas City	84	1	83
Los Angeles	96	32	64
New York	75	12	63

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WIDE-RANGE PROTECTION



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THE FRONT COVER IS A PICTURE OF CHUCK WILLIAMS, CAPTAIN OF UNIVERSITY OF SOUTHERN CALIFORNIA'S FOOTBALL TEAM FOR 1937, TAKEN FOR LIFE BY GEORGE STROCK

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1/2 dozen packages of Double Mint
The Flavor Lasts

W.R.I.G.L.E.Y.'S
DOUBLE MINT
CHEWING GUM

DRUGS

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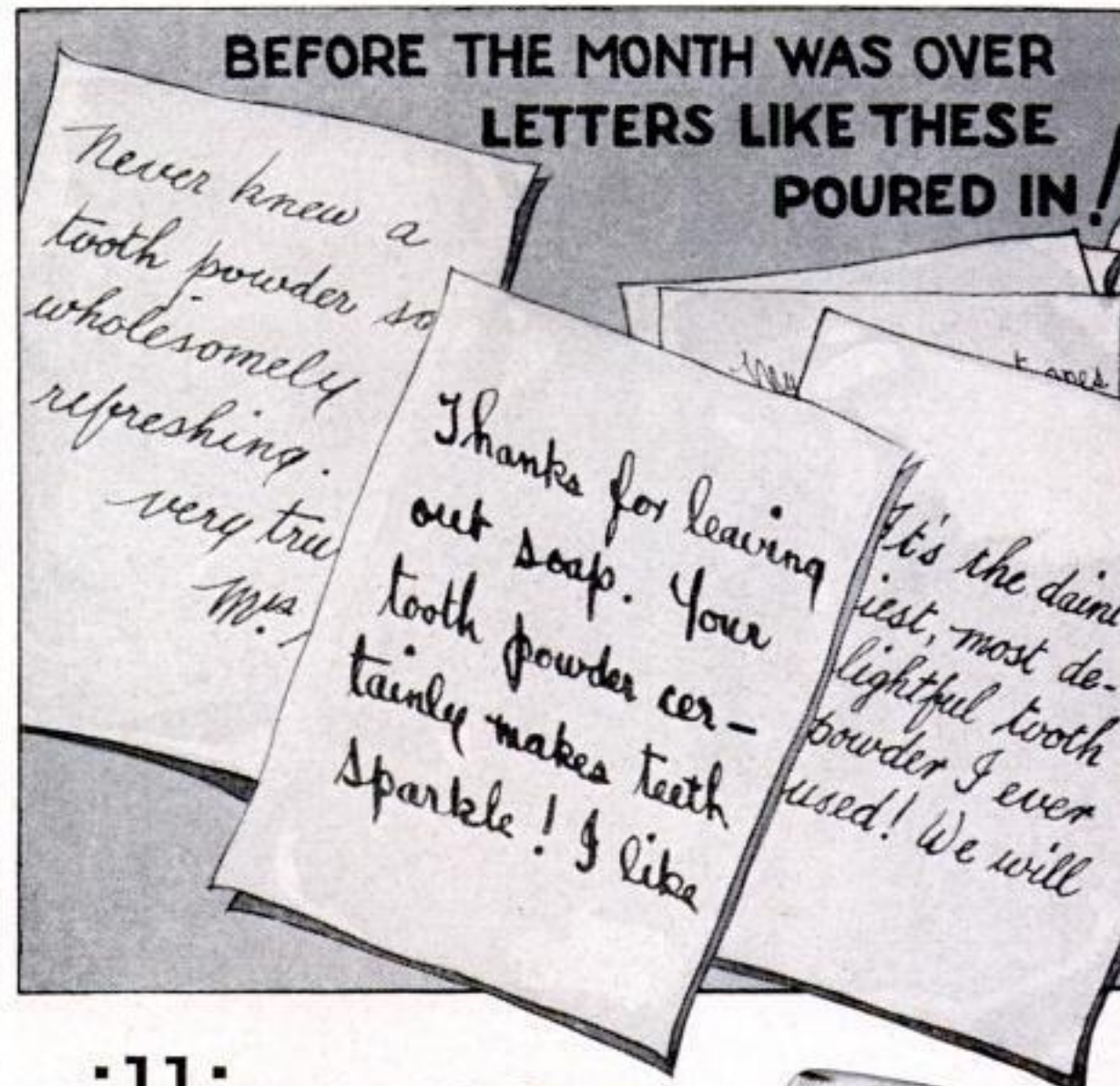
... this stands for
tang
a dynasty of 8th century Chinese rulers

White Rock

... this stands for
tang
in a fresh, keen, 20th century mineral
spring water... on the alkaline side

A WOMAN TIPPED US OFF

And the wool growers' secret of soapless washing made possible the first real tooth powder development in a century . . .



Try this thrilling new soapless powder

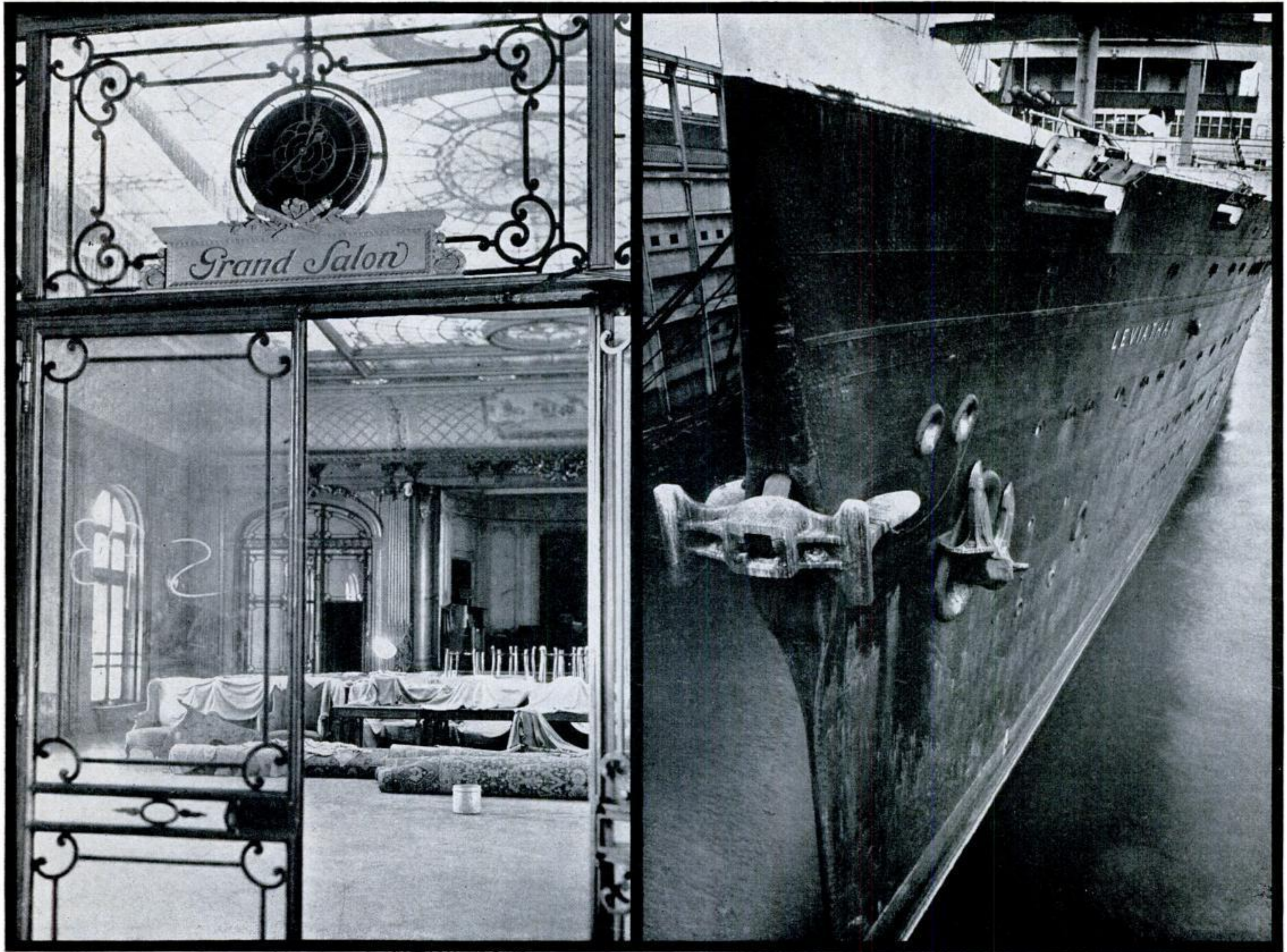
When are you going to try Listerine Tooth Powder—the thrilling dentifrice made positively without a trace of soap? Lay aside the tooth powder you are now using and try this utterly different new Listerine Tooth Powder.

Omitting soap from it, permitted the use of satin-soft cleansers; flaky, lustre-giving polishes costing 100% more. It rivals soap itself in foaming quality.

Until you try Listerine Tooth Powder, you simply can't imagine what a treat this powder is to brighten teeth, how marvelously it cleans. To many, old-fashioned powders seem lazy and inadequate after using Listerine Tooth Powder.

Ask your druggist now, or write us for generous FREE sample. Address Dept. L-5, Lambert Pharmacal Co., St. Louis, Mo.





LEVIATHAN: SOLD FOR SCRAP TO PAY FOR A NEW AMERICAN MERCHANT MARINE

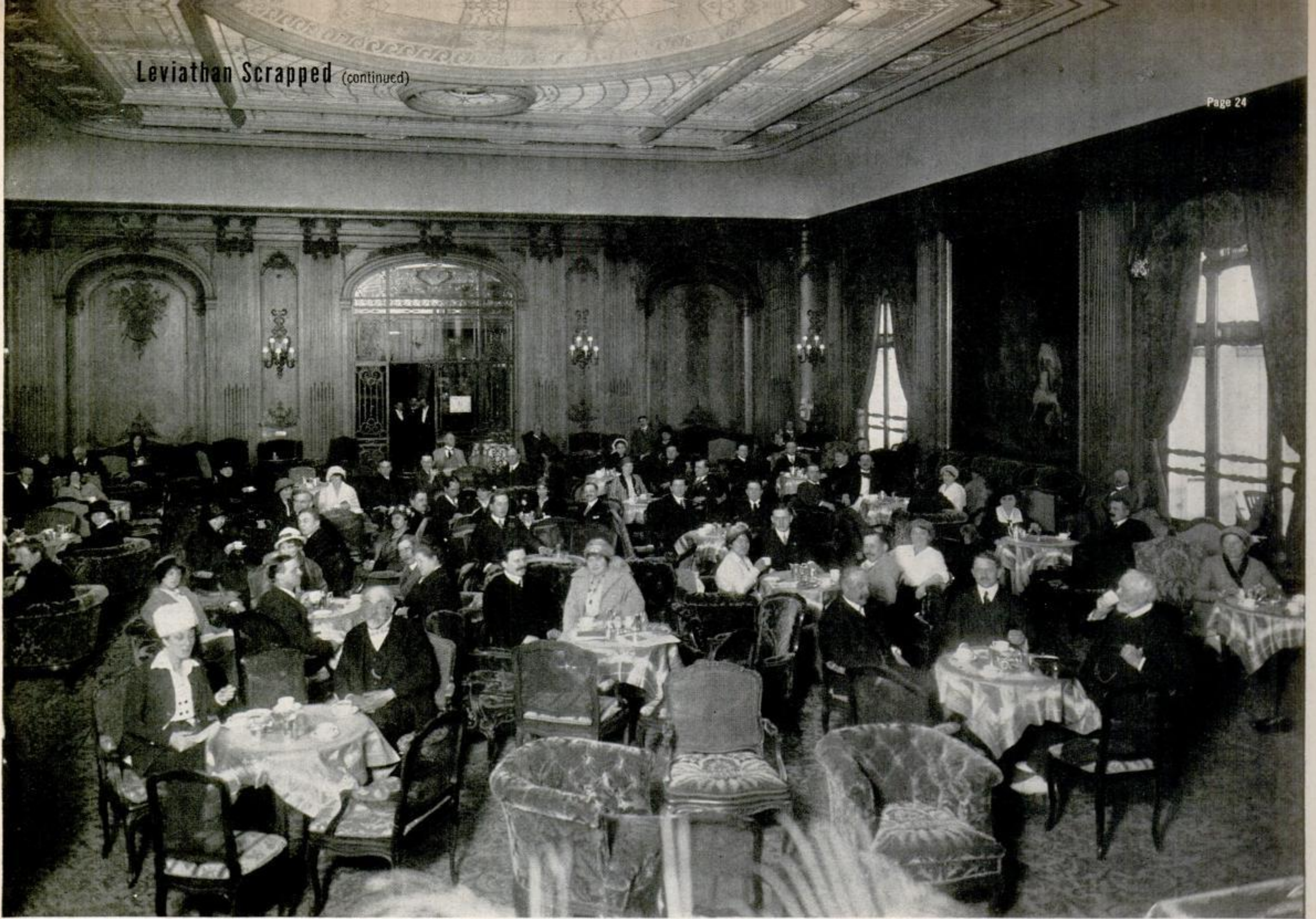


On the high tide of German Imperialism, at Hamburg in April, 1913, was launched the *S. S. Vaterland*, mightiest ship of its day. It was built not for profit, but to flaunt in the world's face the German pride which swelled most fiercely in the breast of the All-Highest, Wilhelm II, whose marble bust (right) adorned the great ship's lounge.

That pride went swiftly to a fall. Interned in New York Harbor when the War began, the *Vaterland* was seized by the U. S. and renamed *Leviathan* in 1917, carried nearly 100,000 doughboys to France & back. During the 1920's, it flourished in the Atlantic passenger trade. Passing into private hands, it was outmoded by newer ships, run for a time at heavy loss, retired. For three years the famous old ship has lain like a degraded dowager on Hoboken, N. J.'s dreary waterfront, dust caking on the sheeted elegance of its Grand Salon, land birds nesting in its rusty anchors (above).

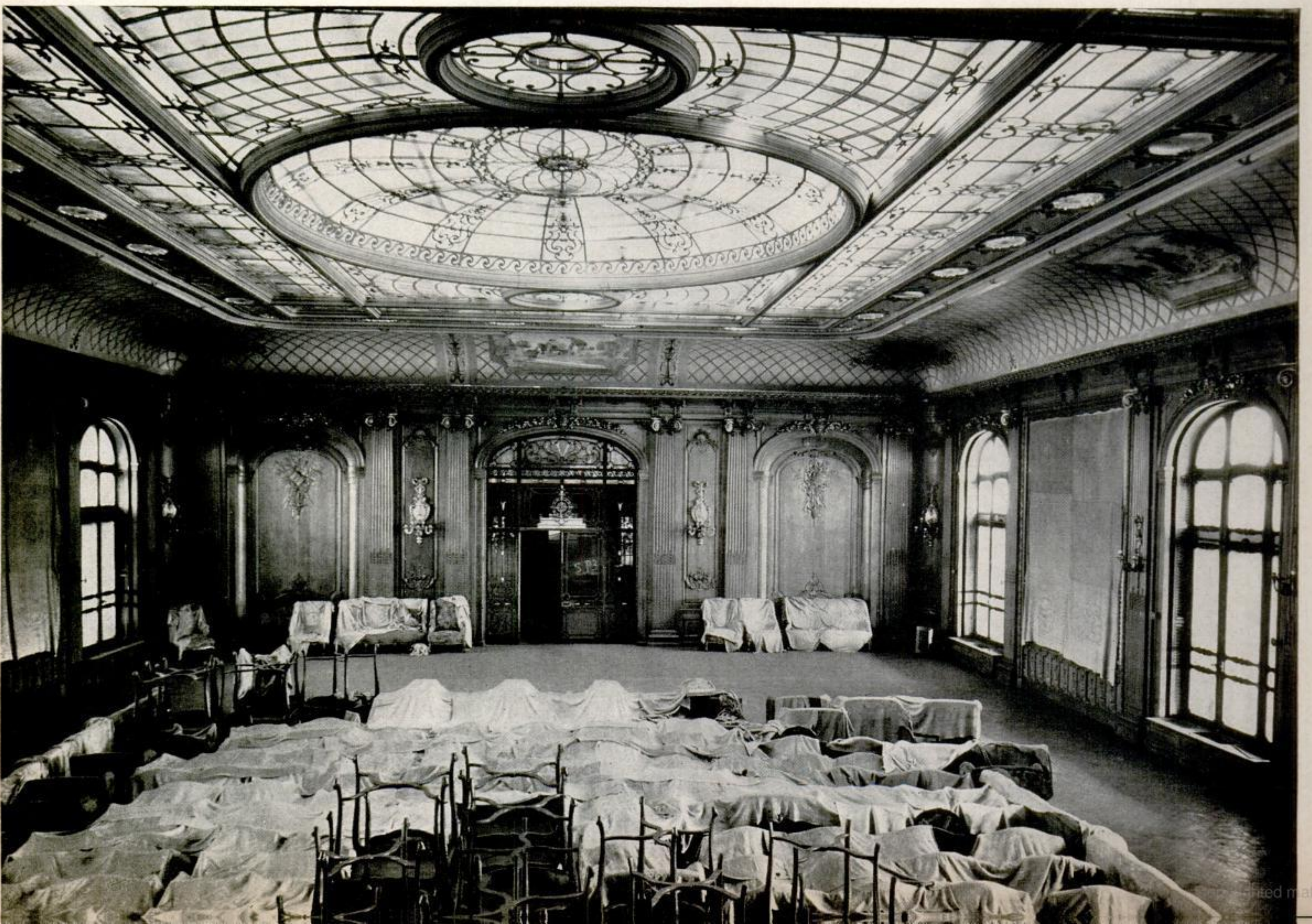
On Sept. 30 its owners, the United States Lines, announced that the ex-*Vaterland* would now follow Kaiser Bill to the scrap heap. But under the Government subsidy program approved by Congress last year and ably administered by Joseph P. Kennedy (left), the *Leviathan* as scrap may bring its owners all they need as down payment on an up-to-date \$16,000,000 successor, first of a projected new fleet designed to restore the lost pride of the U. S. on the merchant seas.





In 1914 (above) the *Vaterland's* Grand Salon was a proud gathering-place of mustachioed German notables and their ladies. At right may be seen one of four huge Flemish paintings given by Russia's Nicholas II to Wilhelm II and bestowed by him on the pride of the German fleet.

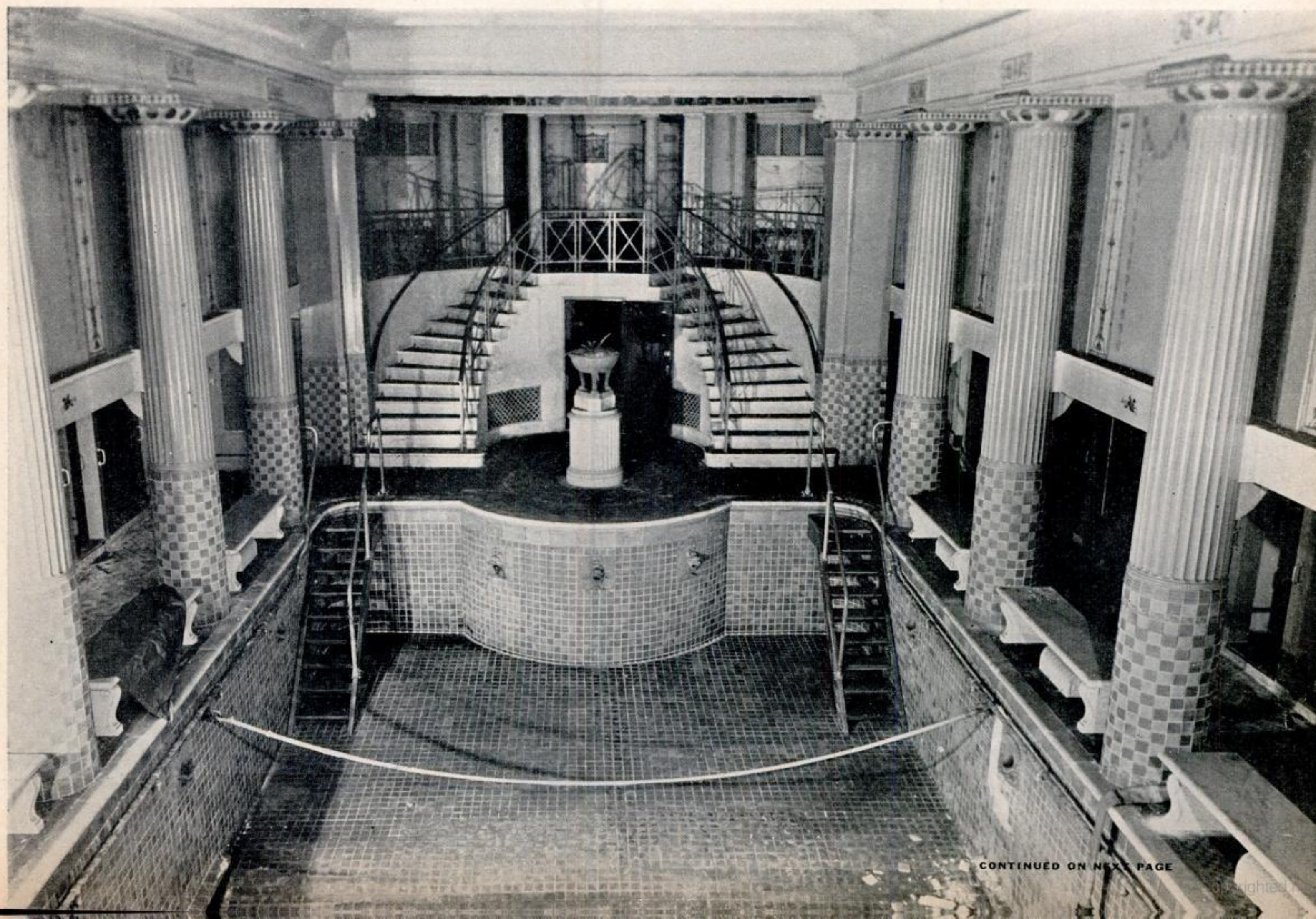
In 1937 (below) the *Leviathan's* Grand Salon is a ghost-ridden room of sheeted, crumbling furniture and musty smells, where grit crunches under the feet of lonely watchmen and rare visitors. Under bedraggled, makeshift draperies hang the imperial gifts of the last Kaiser.





In 1914 (above) the *Vaterland's* Pompeian swimming pool, called the Roman Bath, was one of the wonders of the pre-War society world. In it, one of the first swimming pools ever built on a ship, curvaceous German women frolicked gravely in tight, knee-length bathing suits.

In 1937 (below) the vanished luxury of the *Leviathan's* swimming pool is mercifully hidden in pitch darkness, broken only by the beam of a watchman's searchlight or the glare of a photographer's lights. Fallen pieces of sea-green tile give it a touch of Roman Bath decay.





The modern Normandie, passing the docked Leviathan, tells the reason for the old ship's scrapping. A financial monster, the \$22,000,000 Leviathan lost \$500,000 on its last five trips.



In U. S. backwaters, like these in New Orleans, float idle relics of the most prodigious shipbuilding spurt in history: 2,316 ships built for the U. S. Government in 1917-22.

Joe Kennedy starts to build a new Merchant Marine

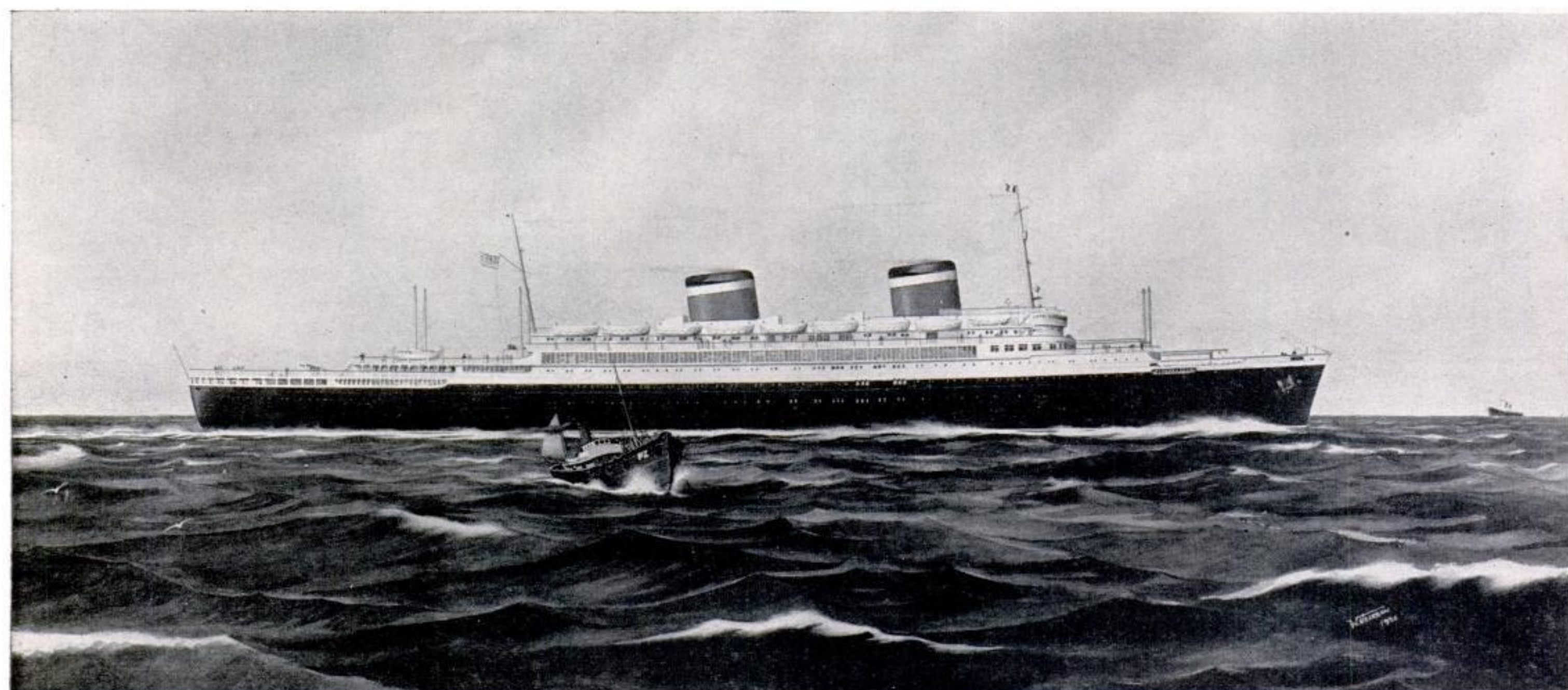
Largely as a result of the inquisitorial and legislative efforts of Alabama's Senator Hugo L. Black (see p. 28), Congress last year passed the Merchant Marine Act of 1936. It authorized the spending of hundreds of millions of Government dollars to subsidize the building and operation of a new, effective U. S. merchant marine.

Prospects for success were dim. The U. S. Government had already spent hundreds of millions on ship subsidies. Except for a few well-run merchant lines, all it had to show for its money were antiquated, money-losing fleets in operation; still more antiquated fleets, left from War days, lying idle; and a scandalous history of graft and waste in the administration of ship subsidies.

Prospects picked up, however, when to administer the Act as chairman of a new U. S. Maritime Commission, President Roosevelt drafted one of the few efficient businessmen still loyal to him, Joseph P. ("Joe") Kennedy, former SEC head. He began his job last April against tremendous odds: tangled old ocean-mail contracts; fierce factional Labor disputes; high building costs; investors reluctant to put money in a near-profitless business. But on Sept. 30, with the letting of a contract for the Leviathan's successor (below), Joe Kennedy triumphantly began the actual building of his fleet.



Up in flames went a \$200,000,000 Government investment when in 1925 the Shipping Board decided to get rid of 150 War-built wooden ships which were cluttering the Potomac.



The Leviathan's 723-ft. successor, sketched above, will be a slightly larger sister ship to the U. S. Lines's trim,

popular Washington and Manhattan. To be built by Newport News Shipbuilding & Drydock Co., it will, promises

Chairman Kennedy, "be the safest liner on the seas and the largest merchant ship ever built in American yards."



These 53 old ships, lying idle in the Kill van Kull at Staten Island, N. Y., symbolize the stagnation from which Joe Kennedy is trying to lift the U. S. merchant marine. One of his prime jobs is to get rid of such white elephants as these, which were slapped together during the War at an average cost to the Government of \$1,295,000 apiece. The world's current war fever and rearmament

boom with the resulting tremendous demand for scrap steel, has been a help. Since the beginning of July, when this picture was taken, nine ships of the Staten Island fleet have been sold at \$14,000 to \$52,000 apiece. One went to the China trade, the rest presumably for scrap. From other fleets he has sold 37 ships since June, leaving a total of only 143 rusty relics still on his hands.

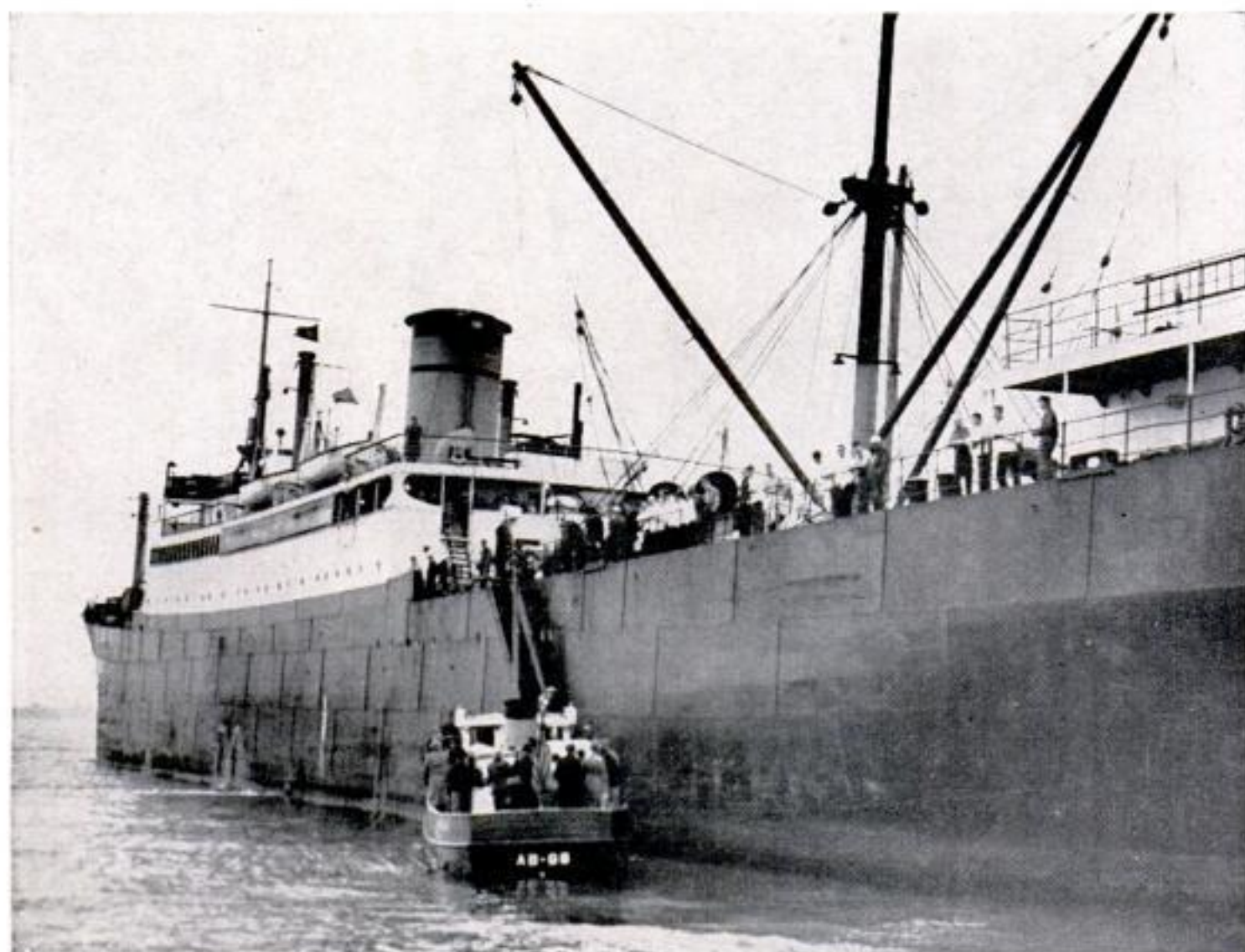
LIFE ON THE AMERICAN NEWSFRONT: MR. JUSTICE BLACK SPEAKS TO THE NATION ON TOLERANCE



In Chevy Chase, Md. on the evening of Oct. 1, scores of news photographers and a few hundred townsmen gathered outside the home of Claude E. Hamilton Jr., RFC general counsel.



Photographers' flares lighted the historic scene. Inside, Associate Supreme Court Justice Hugo L. Black was confessing by radio to charges he had belonged to the Ku Klux Klan.



Back from Europe two days before had come Mr. Justice Black on the *City of Norfolk* (above), docking in Norfolk, Va. Meeting the press (below), he rebuffed the Pittsburgh *Post-Gazette's* Ray Sprigle (back centre with pipe) who had dug up the proof of his Klan membership.



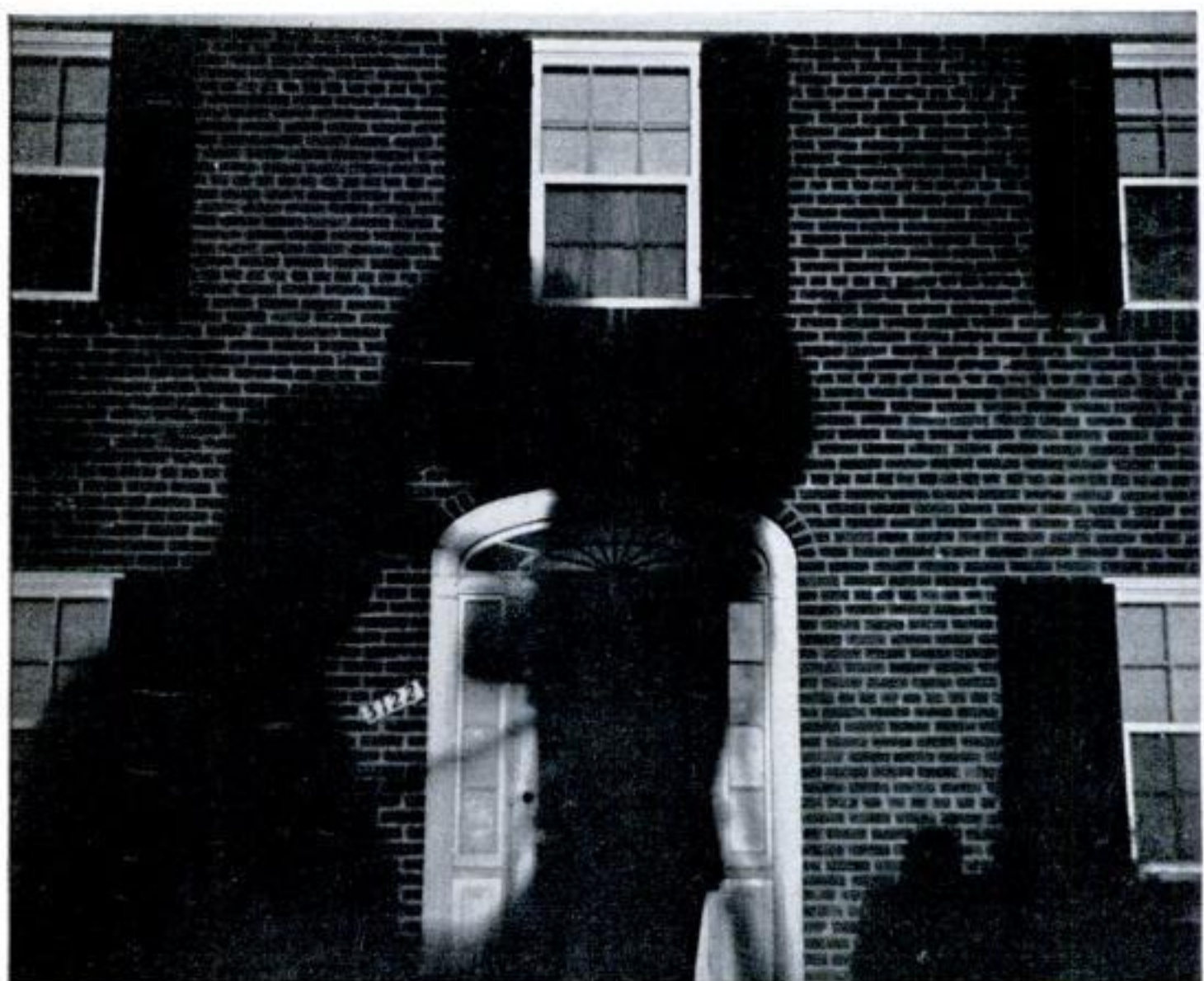
Six Microphones and 15 radio announcers and technicians faced Mr. Justice Black as in the living room he spoke out for religious and racial tolerance over 322 U. S. radio stations. In the adjoining dining room sat his wife, his host & hostess, and a few friends.



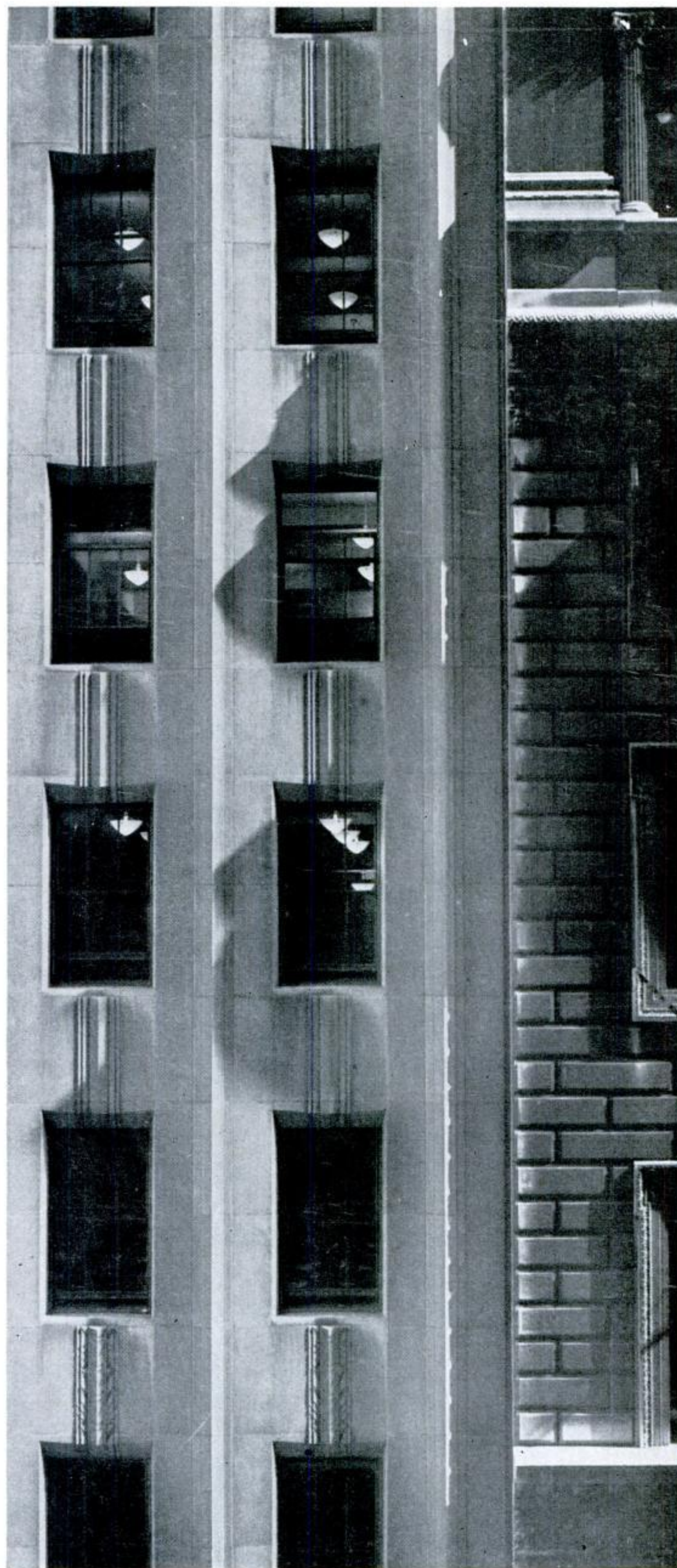
The eyes of the nation turned on Mr. Justice Black were represented by news photographers. Radio companies guessed that 50,000,000 pairs of ears were tuned to his broadcast.



As neighbors gawked, President Roosevelt, motoring in faraway Washington State, changed from a closed car with radio to an open one without, missed his appointee's speech.



The shadow of a newsreel photographer falling on the Hamilton doorway served to symbolize the shadow of the Ku Klux Klan which promised to remain on the U. S. Supreme Court.



A PRESIDENTIAL SHADOW FALLS ON WALL STREET

Manhattan stockbrokers chortled when one of their number recently observed and photographed the shadow (*above*) which falls every afternoon on the Irving Trust Co. building at No. 1 Wall Street. Shaped by the ledges of a neighboring building, it is a startling caricature of the Roosevelt profile. It is almost the only thing which Wall Street has lately had to laugh about. In the worst market slump in four years, stock prices have fallen almost 22% since mid-August for a staggering dollar loss of some \$15,000,000,000. Puzzled but indignant Wall Street brokers blame the slump on New Deal trading restrictions.

LIFE ON THE AMERICAN NEWSFRONT: A. P. PHOTOGRAPHER VS. JAPANESE COLONEL



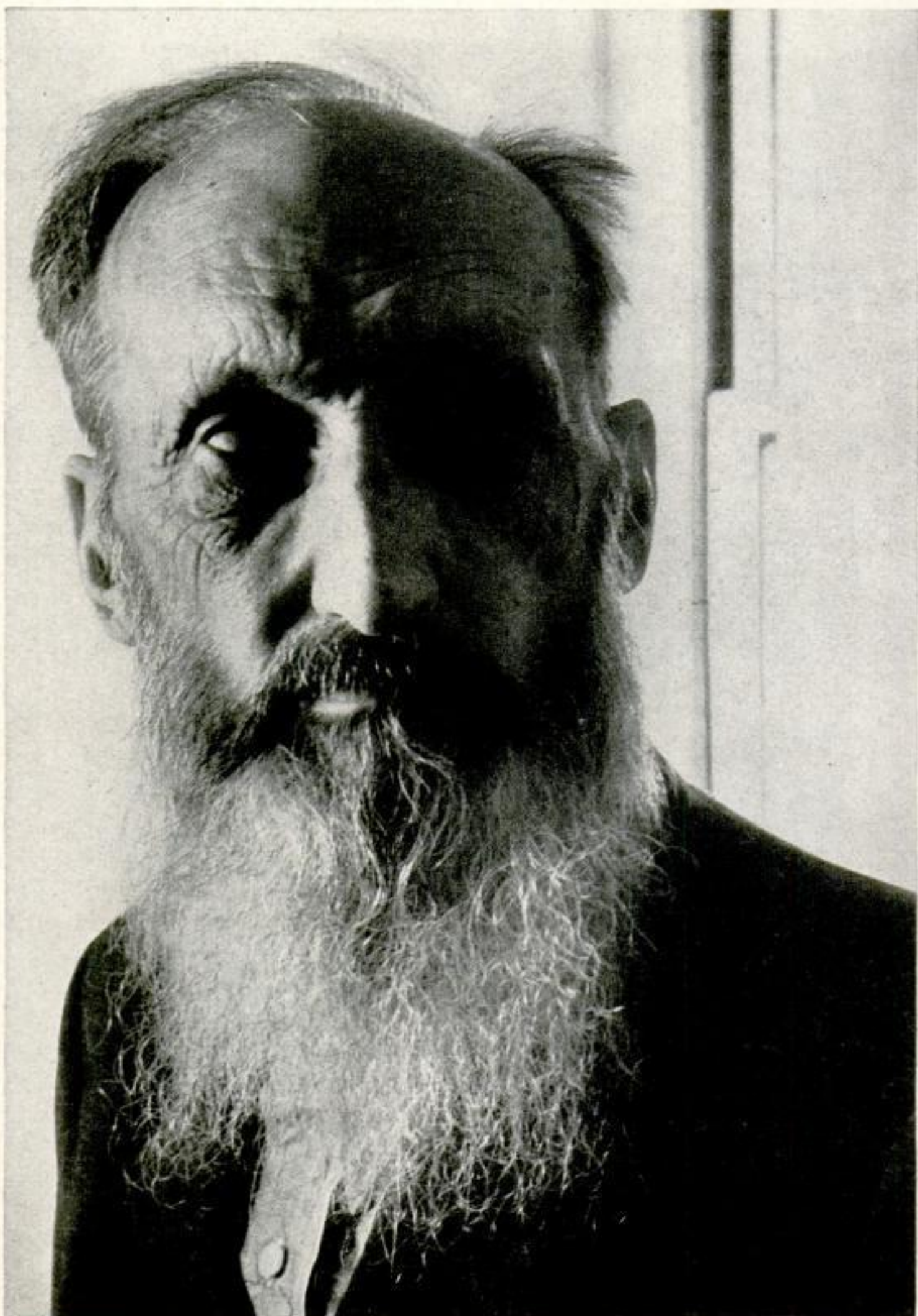
Bayonet practice, wherein Japanese soldiers used dead Chinese for targets, was photographed by an Associated Press photographer near Tientsin on Sept. 5. Last week the



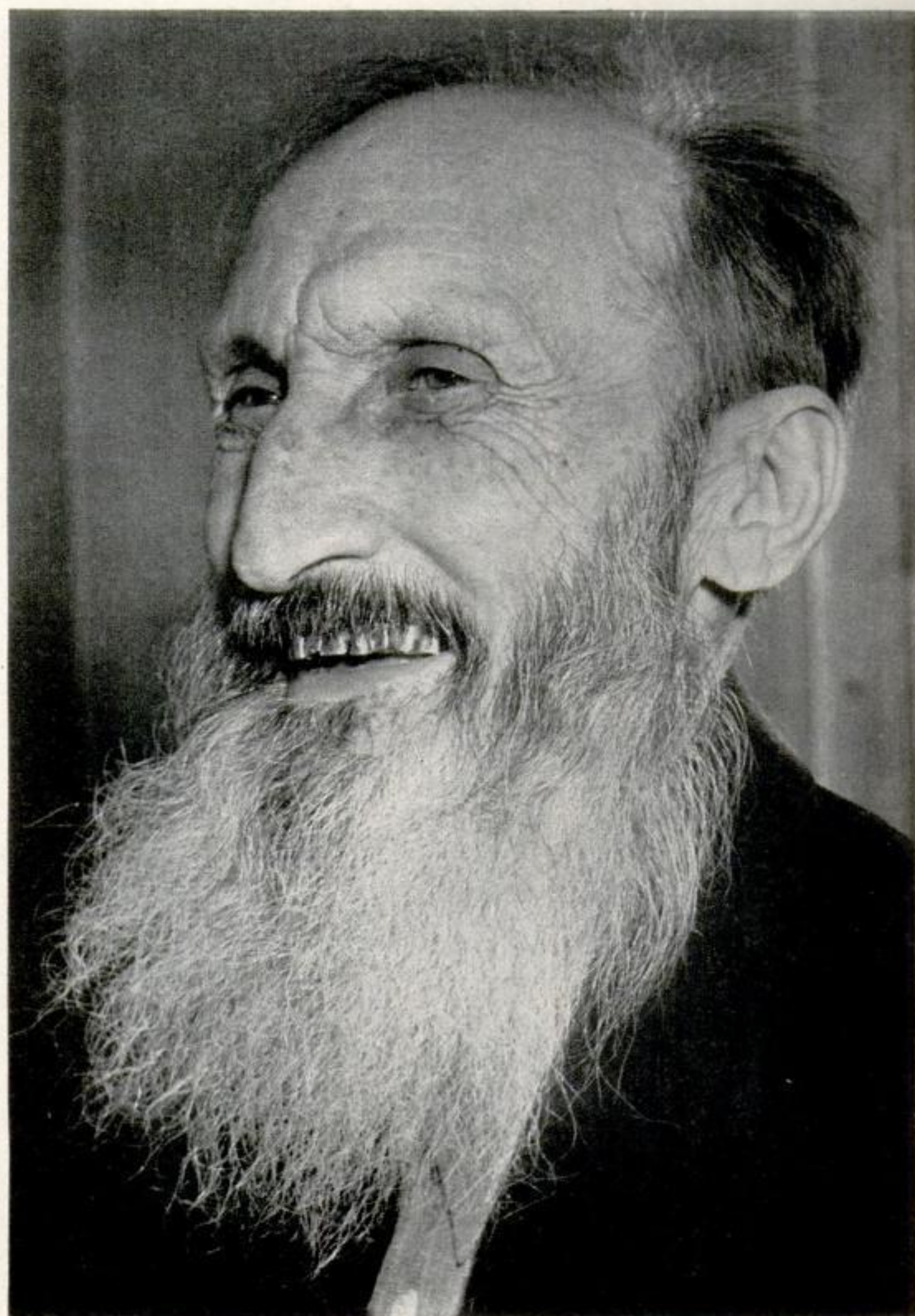
above pictures appeared in U. S. newspapers, shocked sensitive readers, brought angry denials from Lieut. Col. T. Tokahashi of the Japanese Army, who termed them "false

propaganda." A. P. promptly defended the photographs as authentic, backed their statement with the word of famed Newshawk James A. Mills, of their Shanghai office.

82-YEAR-OLD VIRGINIAN SENT TO JAIL FOR 5 YEARS AS KILLER



In Jonesville, Va., a jury convicted 82-year-old Green Allen Brooks of manslaughter and fixed his punishment at five years in prison. In 1935, two deputy sheriffs had gone



to Brooks's home to arrest his son-in-law. Both were shot and killed. The bearded octogenarian fled to Kentucky, thence to Texas. Captured, he told police he had fired in

self-defense. When the Lee County jury accepted his explanation and gave him a light sentence, Brooks's hunted look (*left*) turned into a golden-toothed smile (*right*).

LIFE ON THE AMERICAN NEWSFRONT: VITTORIO TEACHES HOLLYWOOD THE MUSSOLINI POSE



THE MUSSOLINI POSE, SHOWN BY VITTORIO (RIGHT), WAS CATCHING. HAL ROACH (LEFT) HAS IT PERFECTLY. HAL JR. (CENTRE) IS LEARNING



He danced with Margaret Roach, his partner's pretty 18-year-old daughter, whose screen name is Diane Rochelle.

Vittorio Mussolini, eldest son of the Dictator, was proudly presented to Hollywood by his new business partner, Producer Hal Roach. With a bank roll of \$5,000,000 from the Italian Government, R.A.M. (Roach And Mussolini) Films plans to produce four operas at Rome's new Cinema City. Vittorio is in Hollywood to learn the business. In honor of his 21st birthday, Sept. 28, the Roaches gave a dinner dance.



He cut birthday cake adorned with Fascist soldier and the liner *Rex*. (His wife, in Italy, is expecting a baby.)



He danced with Mrs. Roach, won compliments as "a divine dancer." The affair was held on the Roach's tennis court.

LIFE ON THE AMERICAN NEWSFRONT: N. Y.'S FIRST WOMEN JURORS FIND WOMAN GUILTY



The first mixed jury ever to sit in a New York City courtroom looked like this to the litigants. Such a scene may be viewed in less than half the States of the union today. Since

Blackstone's time, jurists have doubted the deliberative talents of women. Only six States admitted them to jury boxes prior to 1920. New York is the 23rd State to do so.



During recess ladies of the jury sought lipsticks and compacts. Distressed by want of a "powder room,"

they complained to court attendants, were assured that a \$2,500 ladies' lounge would soon be installed.



First forewoman was Mrs. Julia E. Ehrentreu, housewife, who lives with her husband and canary (*above*) in a two-room apartment on N. Y.'s west side.

In one room of Manhattan's busy Supreme Courthouse last week, six men and six women, comprising the first mixed jury ever to serve in New York City, listened self-consciously to the lurid details of a divorce case. The plaintiff was Frank W. Jackson, insurance man of Westwood, N. J., who charged that his wife, Mae, had been unfaithful to him on two separate occasions in two New York hotels. At the end of the testimony Justice Salvatore Cotillo warned the women jurors they "would be expected to favor their sex," asked them to judge the case on its merits alone. The jury retired, deliberated 75 minutes, found Mrs. Jackson guilty of misconduct with a shoe salesman at one of the hotels in question.

Said Forewoman Ehrentreu of Justice Cotillo: "Isn't he a darling!" Said a male juror: "The women were very intelligent." Said a female juror: "After all, we're over 21." Said Mrs. Jackson: "It was unfortunate I had to be the first to prove mixed juries are a mistake."



In California women are old hands at jury duty. Here, in recess, are ladies who in 1933 found David Lamson guilty

of murdering his wife. Lamson, granted a new trial, was discharged; meanwhile wrote *We Who Are About To Die*.

LIFE ON THE AMERICAN NEWSFRONT: 1,500,000 STUDENTS SEEK HIGHER EDUCATION



At Los Angeles Junior College an innovation appeared in opening event of the college year, the Freshmen-Sophomore

mud fight. By introducing custard pies, the resourceful Freshmen easily bested their opponents. Los Angeles Jun-

ior College enrolled 5,000 out of 1,500,000 U. S. youths reporting for some form of higher education this autumn.



At Louisiana State University, which Huey Long endowed with what is probably the finest college plant in the South,

Freshmen are required to shave their heads. Four members of the Freshman football team examine their shorn

and stubbly skulls with approval in a mirror. Left to right: Jack Jackson, Eddie Mansur, R. C. Wisener, Mayo Faith.



FOUNDATIONS OF GRAND COULEE DAM



GRAND COULEE IS AN ANCIENT, 52-MILE, SAGEBRUSH-CARPETED VALLEY HIGH ABOVE THE COLUMBIA RIVER AND AT RIGHT ANGLES TO IT

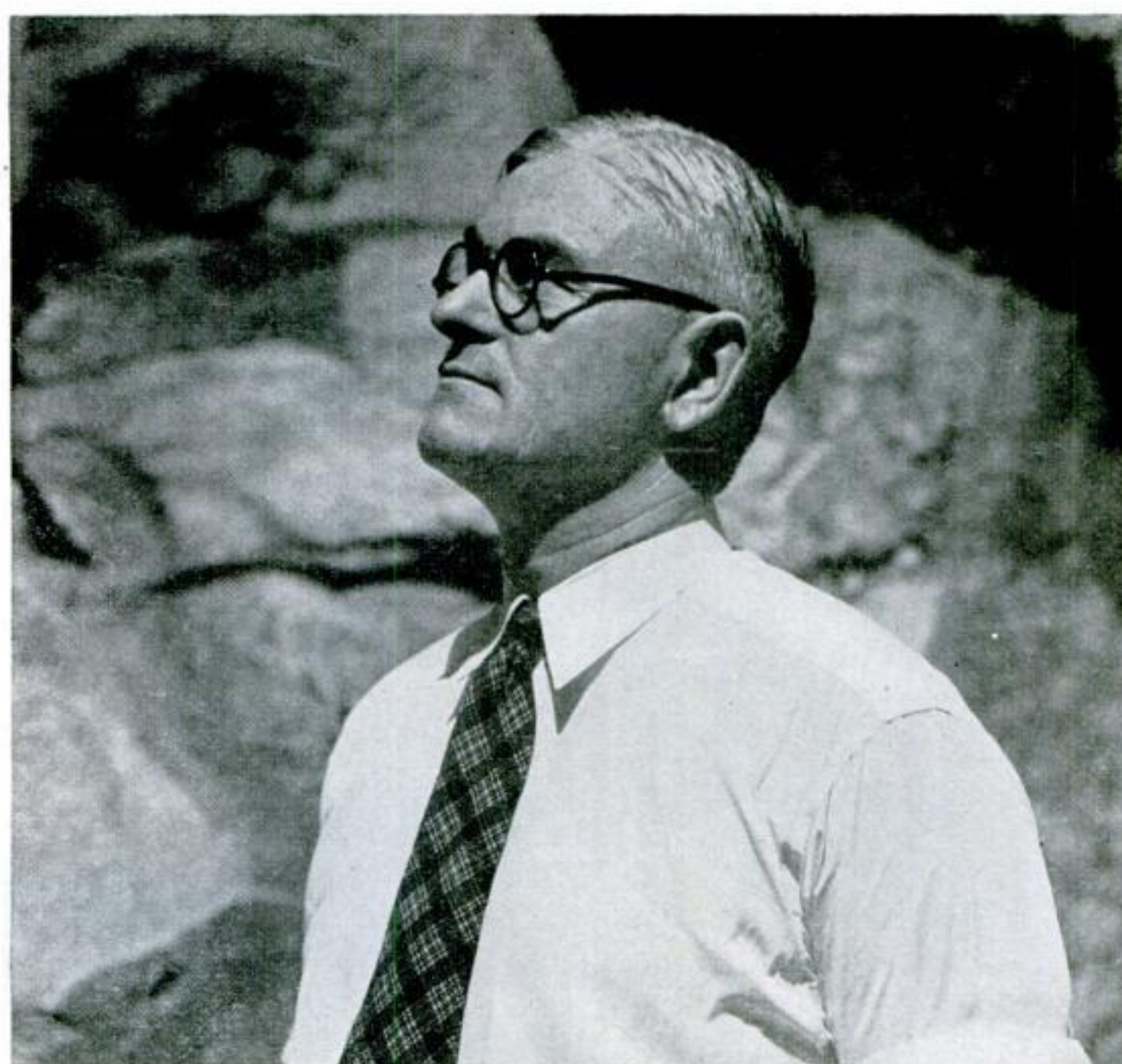
ROOSEVELT BUILDS THE BIGGEST DAM

And Envisions A New Society

When, on Oct. 2, Franklin Roosevelt stood under the rugged cliffs of the Columbia River valley near Grand Coulee (*above*) in central Washington, one of the greatest builders of all time was inspecting the \$60,000,000 beginnings of his mightiest work. Grand Coulee Dam, which will cost some \$260,000,000 when & if completed, is not only the largest of his power and irrigation projects, but the world's biggest building job. Its present construction and future operation are pictured on the following pages. What interested President Roosevelt most as he viewed it was a vision of the new society which he expects it to help create.

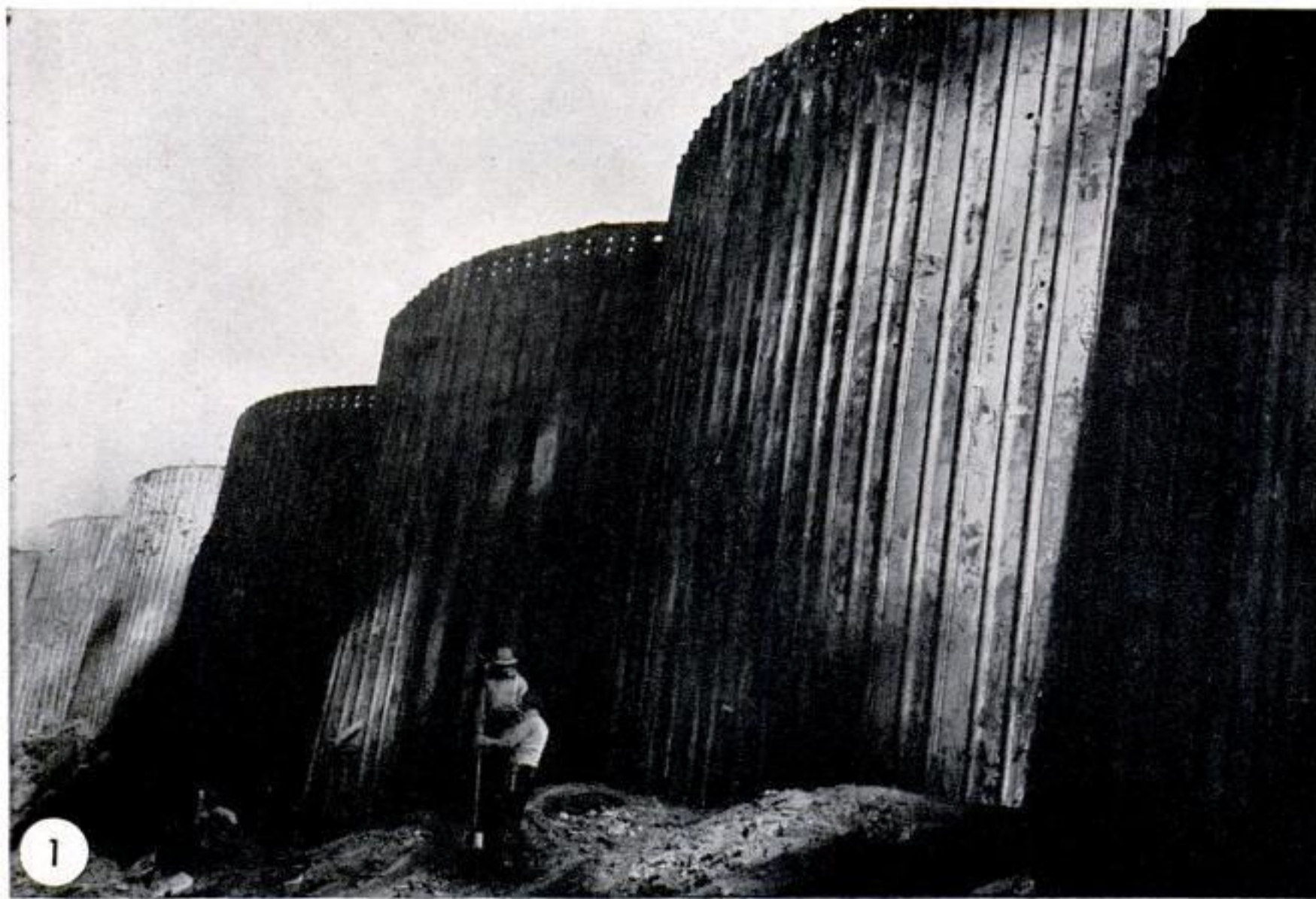
Immediate purposes of the Grand Coulee project are two. One is to generate nearly 2,000,000 kilowatts of power per year which, added to the production of Bonneville Dam further down the Columbia, will electrify the homes and farms of the Pacific Northwest, spur the industrial development of its vast natural resources. Other is to turn Grand Coulee into a 23-mile reservoir from which waters will sluice down on the 1,200,000 rich but arid acres of the Columbia River Basin to the south, creating new homes for 30,000 drought-stricken farm families.

Beyond these aims lies President Roosevelt's long-cherished vision of a whole new U. S. society based on Power. For when drudgery-relieving Power is almost as cheap and abundant as sunlight, he believes, free citizens will have leisure and dignity enough to make democracy really work.



Frank Arthur Banks, chief engineer of U. S. Bureau of Reclamation is building-supervisor of Grand Coulee Dam. Under him work the contracting company, "MWAK," 6,000 men.

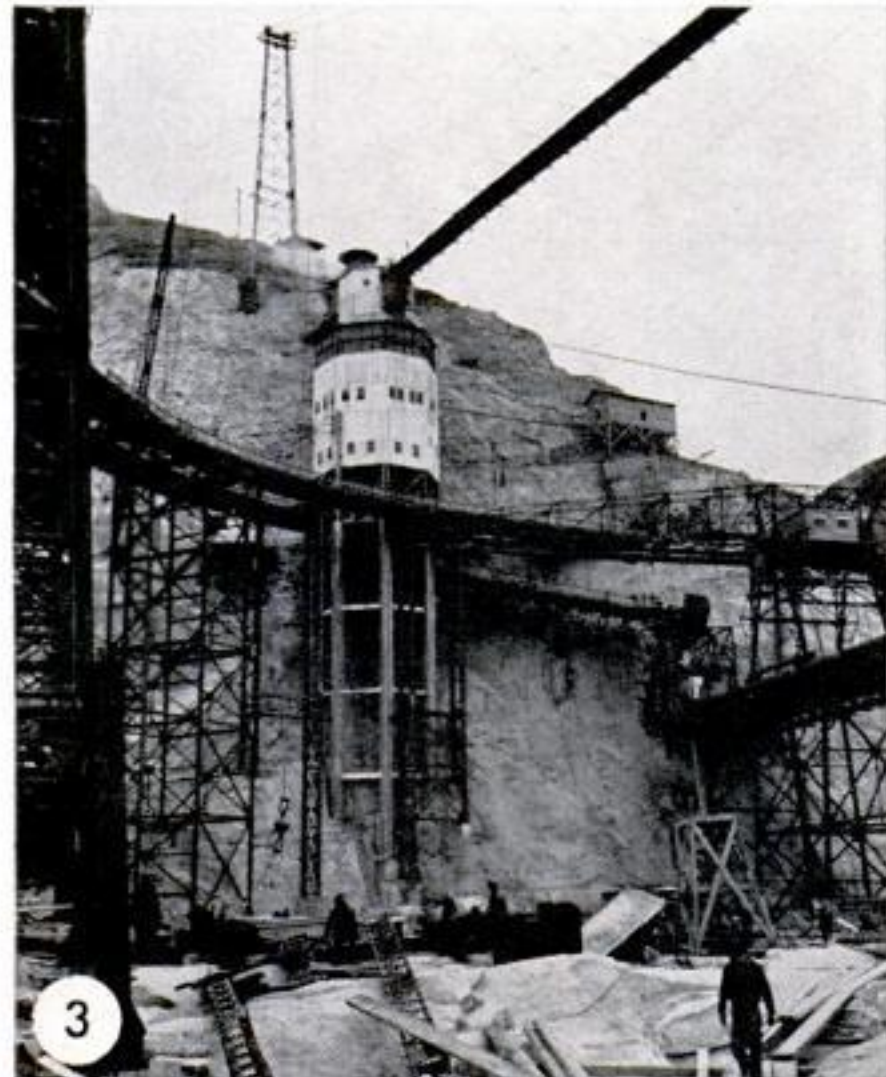
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Giant cofferdams hold the river in its course during excavation of the riverbank and pouring of concrete in the dam ends. The cofferdams are 50 feet in diameter, are made by hammering steel pilings into the soil. (The numbers on these pictures locate their action in the general scene on the opposite page.)



Excavating 18,000,000 cubic yards of overburden and rock took these men two years. They used jackhammers, power shovels and trucks. Belt conveyors, 1¾ miles long, dumped the material on upstream flats.



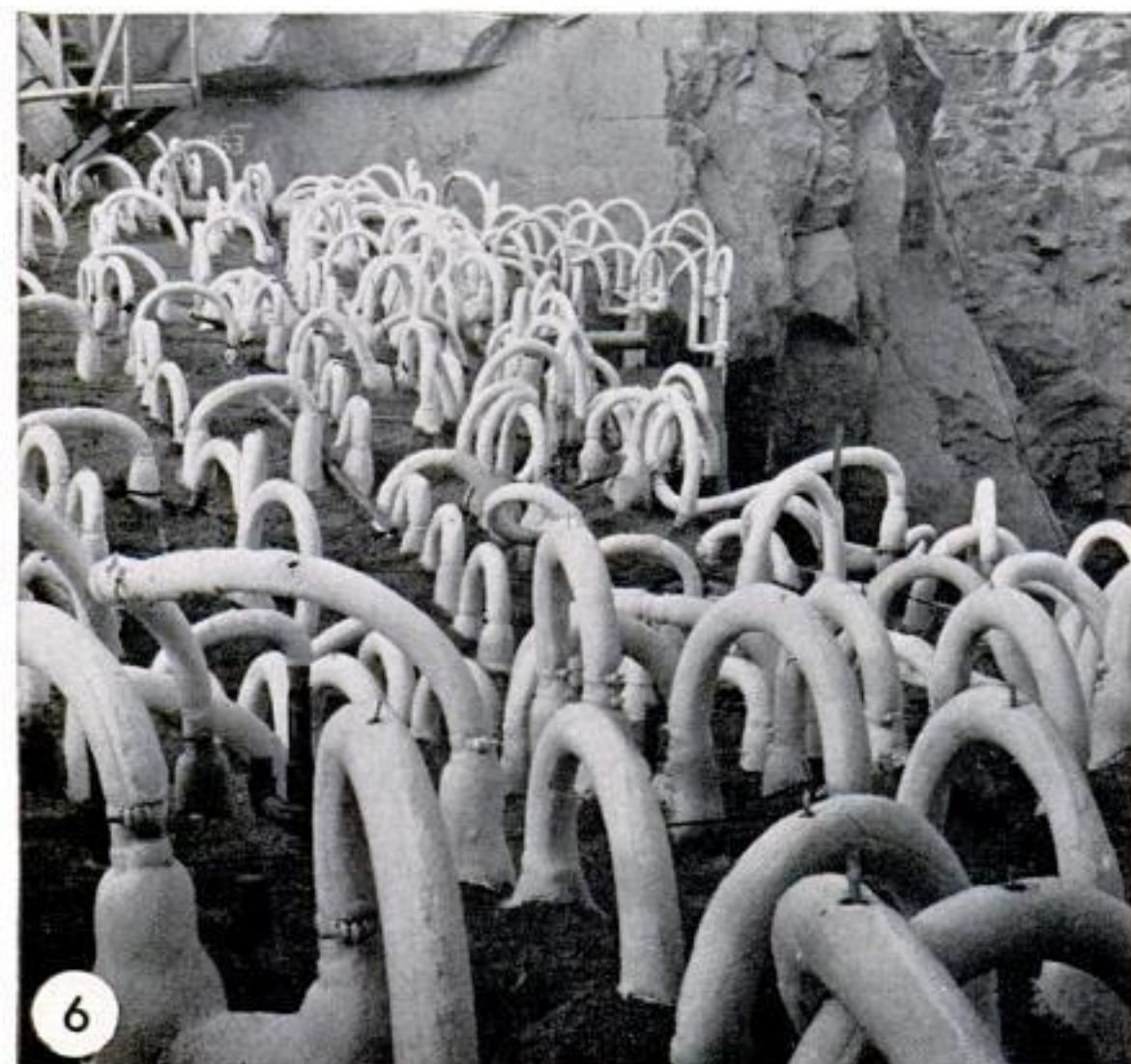
Eastmix brews 24,000 tons of cement, gravel, sand and water into concrete every 24 hours. No. 3 on opposite page shows similar concrete mixer on the west bank.



Conveyor on this high-flung suspension bridge carries sand and gravel aggregate across the river to Westmix. Workers call these mixers "Houses of Magic."



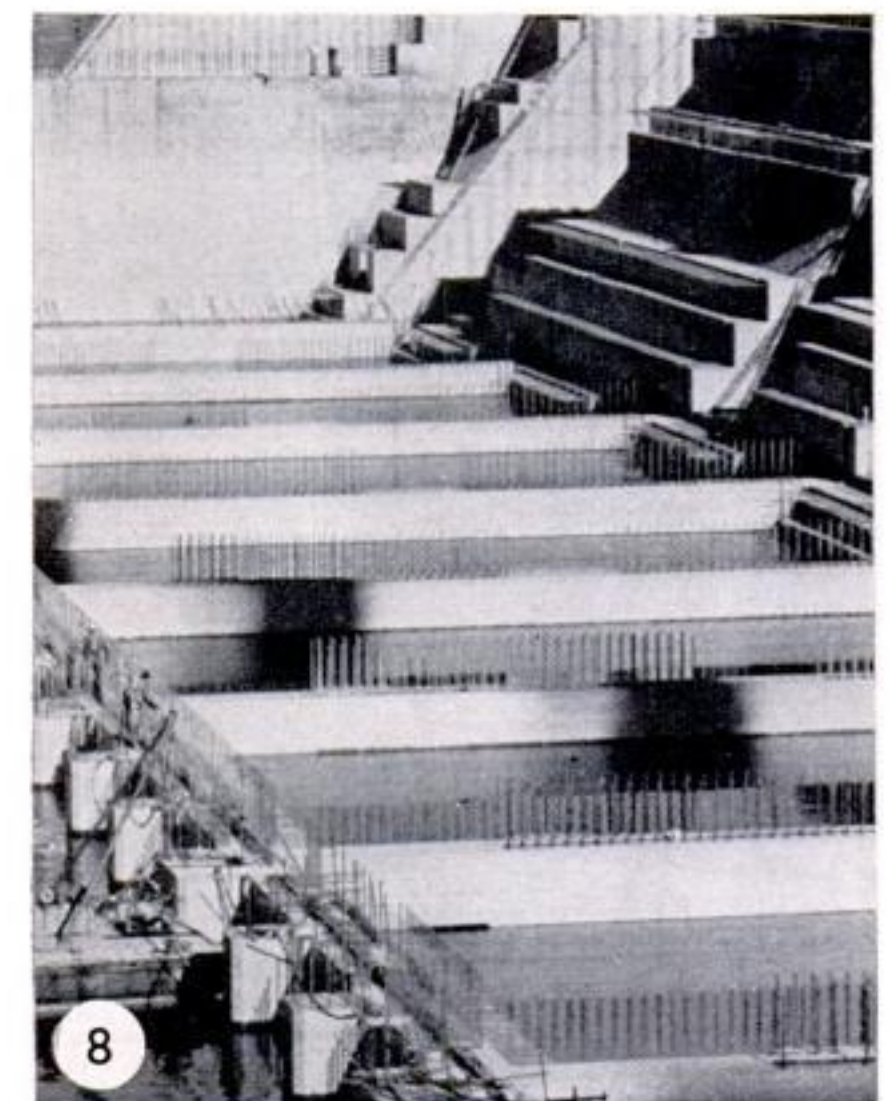
Eight-ton bucket of concrete dumps its load on the rising dam. The concrete is poured in five-foot layers. Completed, Coulee will require 2½ times as much concrete as was piled into Boulder.



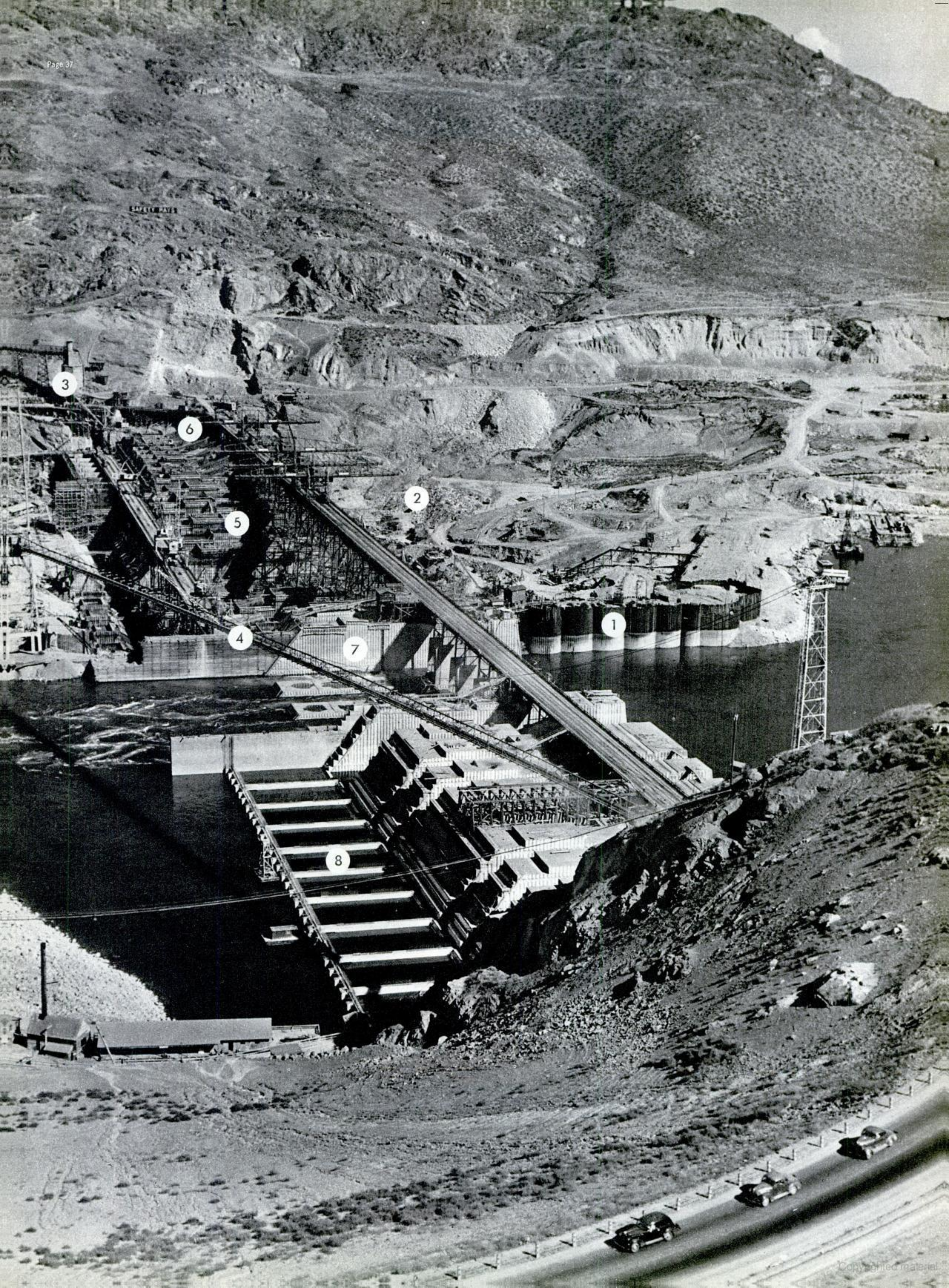
Threatened by a landslide, engineers forced brine cooled to freezing point through six miles of pipes running through mud. The bottom of the 200,000 cubic yard slide hardened, prevented a major catastrophe.



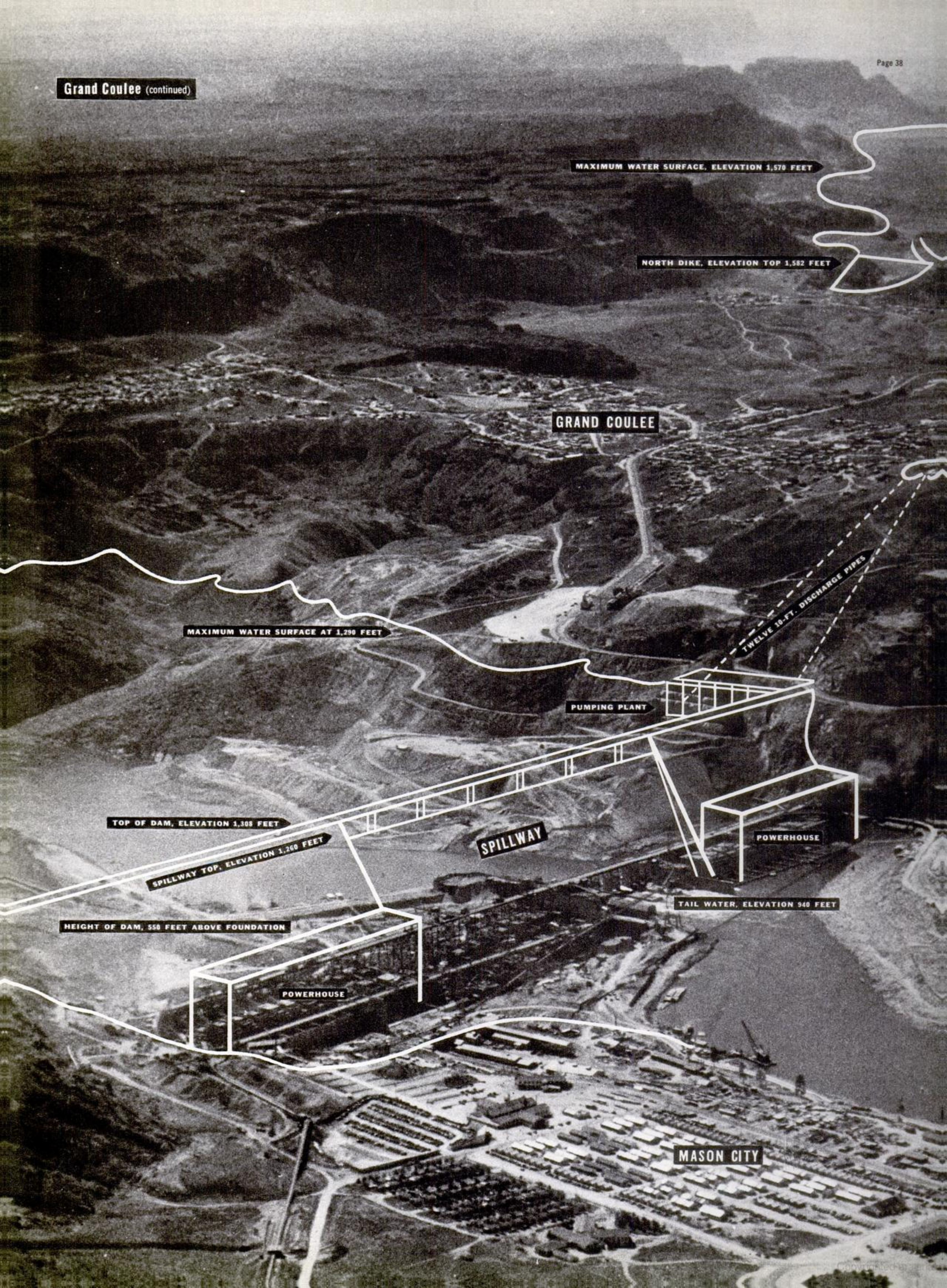
Hardening concrete blocks generate heat, would normally take 150 years to cool. By running water through piping in concrete, blocks cool in 30 days.



Turbine pits form base of west powerhouse. A similar plant is on the east bank. They will generate 2,700,000 h. p., five times as much as Niagara Falls.



Grand Coulee (continued)



MAXIMUM WATER SURFACE, ELEVATION 1,576 FEET

NORTH DIKE, ELEVATION TOP 1,582 FEET

GRAND COULEE

MAXIMUM WATER SURFACE AT 1,290 FEET

TWELVE 18-FT. DISCHARGE PIPES

PUMPING PLANT

TOP OF DAM, ELEVATION 1,308 FEET

SPILLWAY TOP, ELEVATION 1,260 FEET

SPILLWAY

POWERHOUSE

HEIGHT OF DAM, 550 FEET ABOVE FOUNDATION

POWERHOUSE

TAIL WATER, ELEVATION 940 FEET

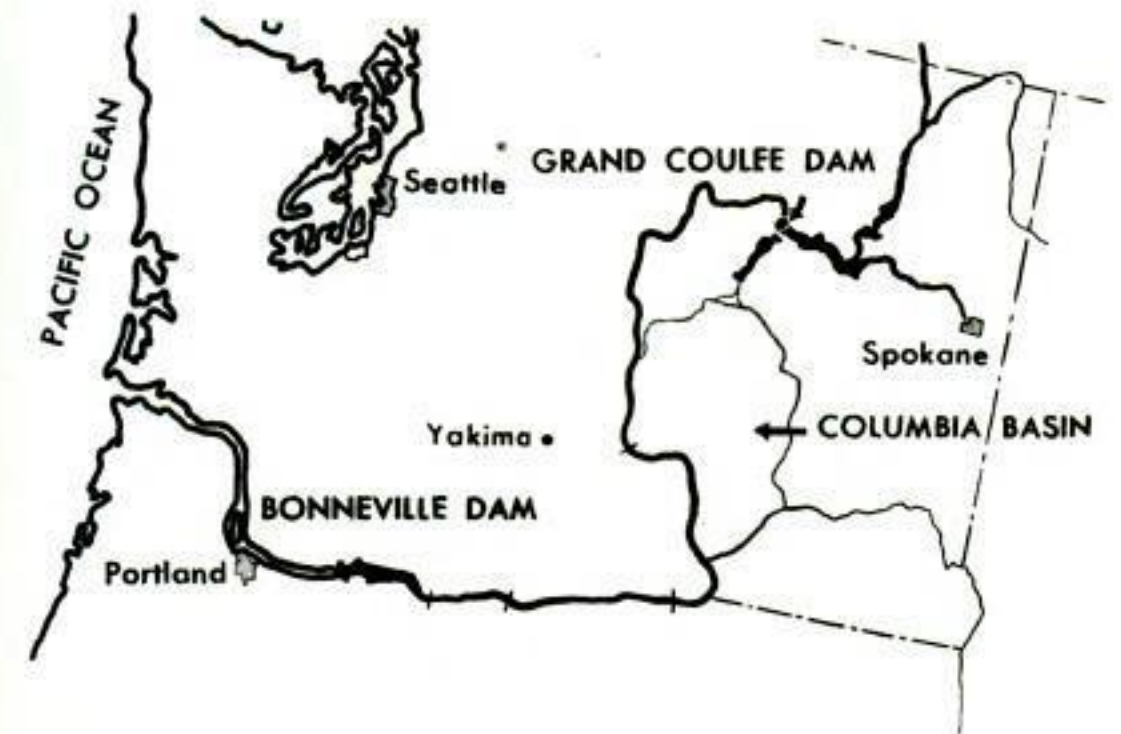
MASON CITY

STEAMBOAT ROCK

BALANCING RESERVOIR IN
GRAND COULEE, 23 MILES LONG

SUPPLY CANAL, 1.7 MILES

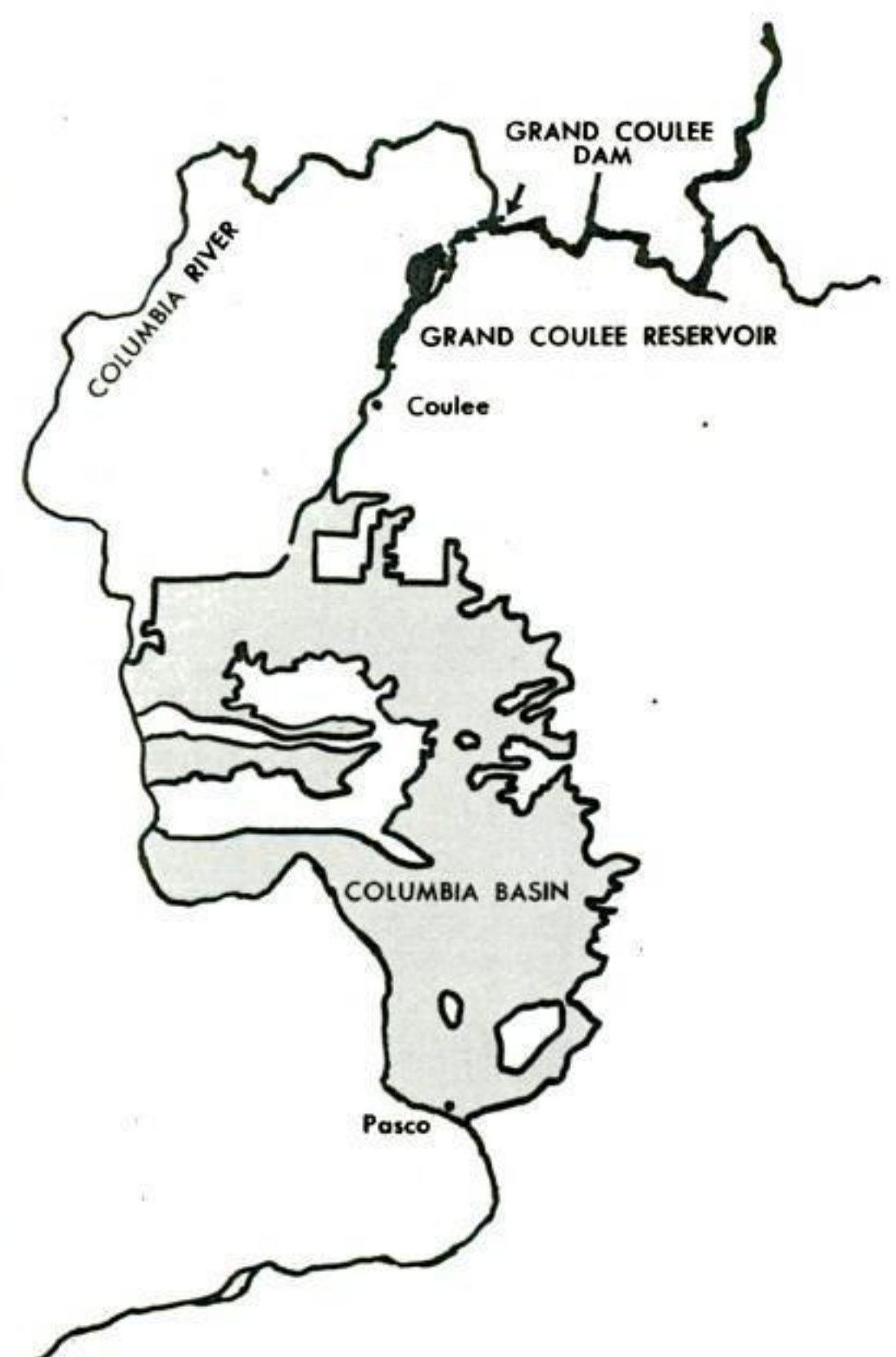
COULEE DAM



The map above shows the position of Grand Coulee Dam in the State of Washington. The shaded area on the map below shows the 1,200,000-acre Columbia River Basin which it will irrigate.

The breath-taking air view (at left) shows Grand Coulee to date and, in diagram, the project as it will look when completed. The foundation dam, now nearly finished, will make hardly a ripple in the river. If future Congresses appropriate the money, the monstrous wall will eventually bulk high as a 55-story skyscraper, wide as three *Queen Marys* end to end, thick enough to imbed four U. S. Capitols. Great powerhouses will burgeon, and huge pumps will send water surging up 280 ft. to turn dry Grand Coulee into a 23-mile irrigation reservoir, making massive Steamboat Rock (top of picture) an island.

Vast as the project is, the problems of civil engineering involved in building it are old, long-solved. But far from solved are the great new problems of human engineering involved in using it. Can masses of men be moved and shaped like masses of concrete and steel? Will new industries spring up to use the vast power production? Will 30,000 farm families with funds enough to make a go of it move onto the reclaimed land? If all goes well, the project will pay for itself in half a century. By then it should be known whether Roosevelt the Builder laid in Grand Coulee one of the foundation stones of a new society, or left behind him a monument as colossally wasteful as Cheops' pyramids.



AMERICA'S NEWEST BIG CITY GETS FREE HOSPITAL AND ART



Queens, one of the five boroughs of New York City, is that part of Long Island lying directly across the turbulent East River from the borough of Manhattan. Settled by the English and Dutch in 1640, the old historical towns in the sprawling flatlands of Queens had grown steadily until the twenties when its population started to jump from 500,000 to 1,253,400. A rollicking building boom began two years ago when Mayor LaGuardia wangled a Federal loan of \$296,682,996 and Queens got its share.

With the WPA projects, backed by Federal loans, came the magnificent Queens Boulevard and more than 100 miles of beautifully landscaped parkways. The digging of the Mid-Town East River Tunnel is under way—a gigantic subterranean artery connecting Queens with the centre of Manhattan. Preparations are on for the World's Fair, covering 1,000 acres in the middle of Queens, destined to make this borough as world famous as The Bronx or Brooklyn. After the fair in 1940 the land will become a great public park.

The Queens General Hospital, one of the best-equipped municipal hospitals, was completed in 1935. It brought not only medical aid but art to Queens. In the main entrance hall, which is also the Registration Room, are colorful murals by an able young painter, William C. Palmer. Four panels are reproduced in color on the following two pages.

Palmer painted these History of Medicine murals for the WPA Federal Art Project at \$23 a week. Queens hospital provided him with paper, canvas, brushes, paint. Last July he left the project, now teaches painting at Art Students League. His preliminary sketches for these murals are on exhibit at Manhattan's Midtown Galleries. President and Mrs. Roosevelt selected a Palmer landscape for the White House from a Washington PWAP exhibit in 1934.

Many sketches were made before Palmer actually painted the murals. Note stack of drawings on stool and bench (left). Then he made the full-scale cartoon drawing in charcoal which was submitted to the Municipal Art Commission for approval. As the next step he traced cartoon on the canvas, went over outline with India ink, painted in color.



Patients study Palmer's murals (above) while waiting for registration cards. Every patient entering hospital sees

these murals. Many have never before been inside a hospital. Door to the left of mural is Patients' Entrance.



A slight, studious young man from Iowa is 31-year-old William C. Palmer shown above while working on cartoon.



Uncontrolled Medicine in the Palmer murals at the Queens General Hospital shows medical horrors of past centuries. Lying in the street, a patient is being treated by a masked plague doctor who pokes him with a stick to take his temperature. Another quack holds a "Perkin's tractor" to his eyes which is calculated to cure everything. Another man picks his pocket. Elsewhere you see slops being emptied from a window (*upper left*) and a red-nosed midwife with gin bottle (*left centre*).

Controlled Medicine (*below*) shows the application of preventive medicine. *At left* are internes with ether and oxygen tank. Back of them is a sterilizer. *At centre* an operating light and a counterlight with ultraviolet rays to sterilize the air shine on a child being vaccinated. *At right*, in contrast with the midwife above, is a doctor with obstetrical stethoscope. *At far right* is an X-ray machine and doctors wearing leather aprons over smocks to keep the dangerous rays from penetrating.





The discovery of antitoxin by Pasteur and the discovery of the Röntgen ray are shown in this Palmer panel. At left Röntgen, a 19th Century German doctor, holding his hand in a light ray over a paper screen covered with barium platinocyanide, sees to his surprise a skeleton shadow on the paper. From this he later perfected the X-ray. At right Pasteur

sucks venom through a tube from the mouth of a mad dog in the box. With its rabies he will inoculate the healthy dog held by an assistant. When the dog develops immunity its serum will be used as rabies antitoxin. The other assistant holds a test tube for the venom in one hand and in the other, an antiseptic cloth for Pasteur to wipe out his mouth.

X-RAY SEES TWINS BEFORE THEIR BIRTH

Because of Roentgen even the womb is a lighted place



X-RAY'S WILLIAM ROENTGEN

In Speaking of Pictures (pages 16-19) of this issue, you see X-ray photographs of five diseases or injuries which are common to mankind. Even more revealing are the pictures on this page. At left, the X-ray brings out the skeleton of a comely young lady. The bones, because of their density, are plainly visible while the flesh only appears as a faint shadow. The nails upon which the lady seems to be standing are actually in the heels of her shoes. To obtain this picture, the radiologist used at higher amperage a machine powered by 70,000 volts of electricity, 30 times the amount used to electrocute a man at Sing Sing Prison. The X-ray beam pierced the subject for 2 sec. Below

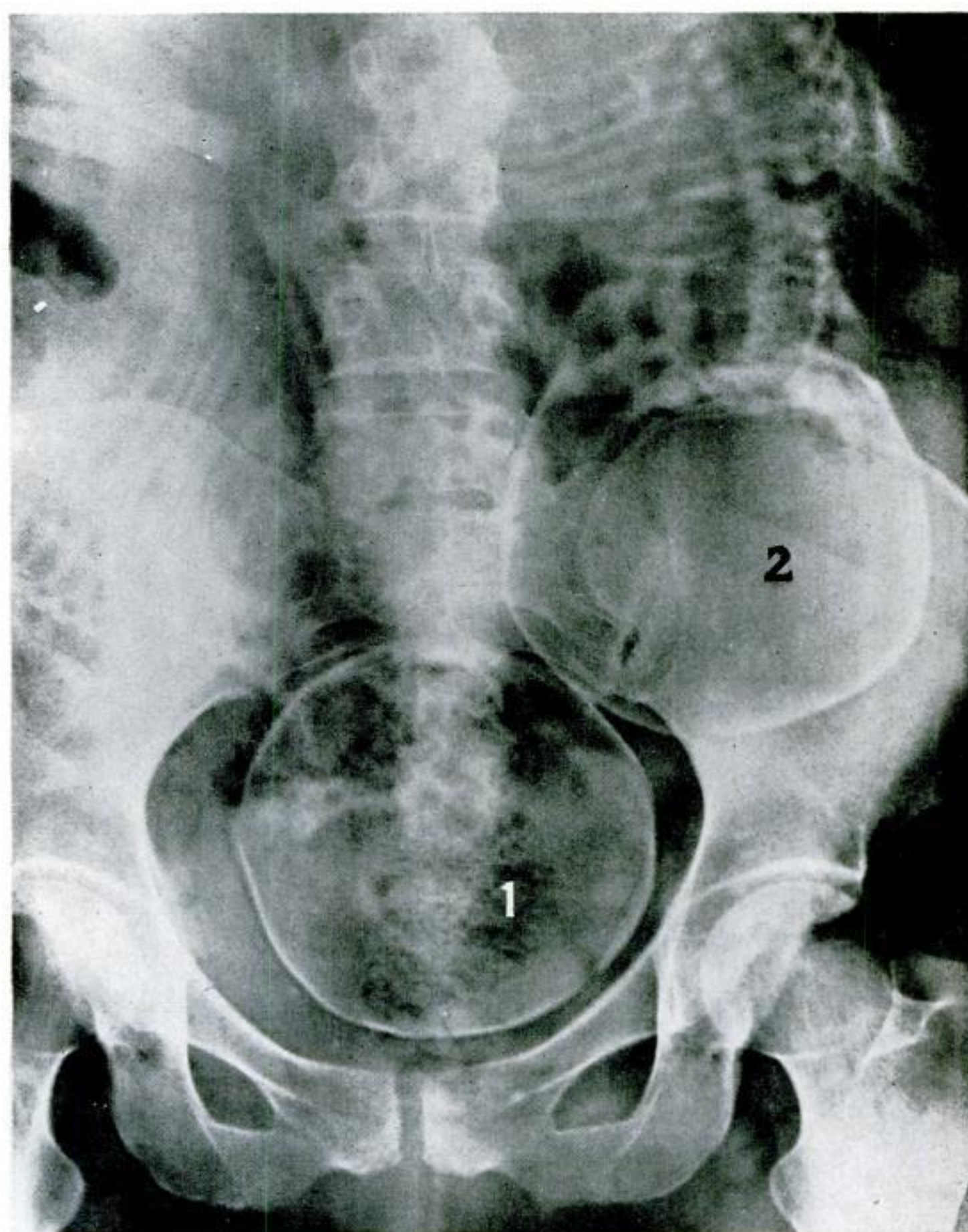
is a very rare photograph showing unborn twins in the womb. Because of the X-ray the hitherto mysterious process of gestation is revealed to obstetricians.

The man who made truth out of fiction by discovering the rays is bearded Professor William Konrad Roentgen (*inset*). In 1895 he found that by passing an electric current through an evacuated tube it was possible to see inside matter. Despite the immense value of his find, he never received any profit from it except for the Nobel Prize in 1901 and he died a poor man in 1923. Those who carried on his work soon turned to the use of X-ray as a cure for cancer. Today increasingly powerful X-ray tubes (up to 1¼ million volts) are being built to treat malignant growths. To the 2,800 scientists at the Fifth International Congress of Radiology, held in Chicago last month, one of the most important announcements was that made by Dr. William David Coolidge of General Electric Co., who is largely responsible for making possible the use of high voltages in this field. He said that the 5,000,000-volt generator at Massachusetts Institute of Technology could be adapted for X-ray work, predicted that machines six times more powerful were feasible engineering jobs.

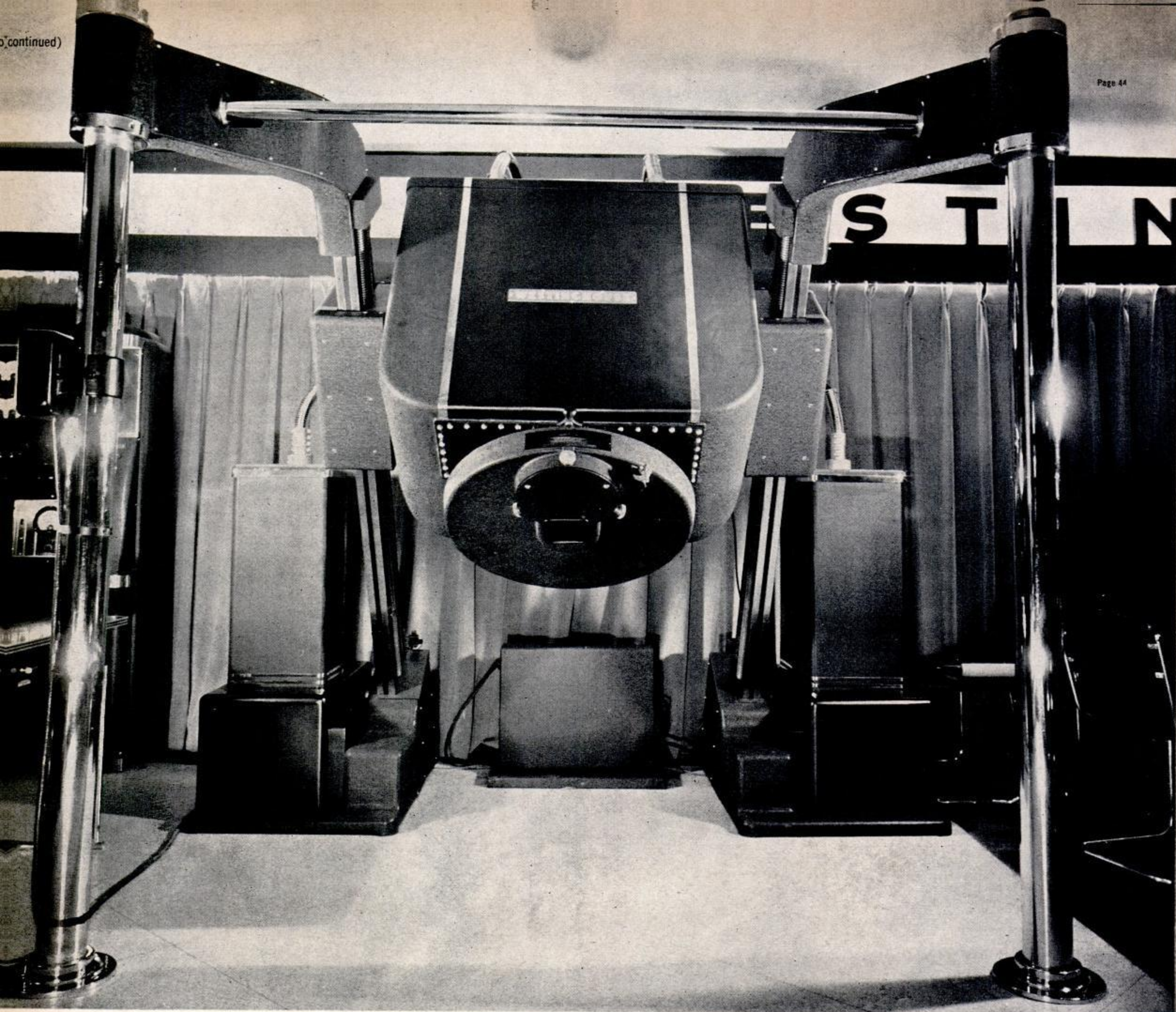


Famous X-ray photograph is the one (*above*) showing a woman's bone structure. The picture proves what a good job the flesh does in covering bones. By varying the voltage and the time of exposure it is possible to see the bones, bloodstream or organs.

Unborn twins are revealed by X-rays in the womb. The skull of one of the twins is in the centre of the pelvic girdle while its backbone shoots off towards the left. The second twin has its skull to the right with the backbone in a vertical position.



CONTINUED ON NEXT PAGE



Typical of high-power apparatus is this new Westinghouse Electric and Mfg. Co. 400,000-volt X-ray machine. The tube is immersed in oil which acts as an insulator, prevents shock-

ing of operator. The rays are focused on the patient through the aperture at the bottom of the articulated box. The machine costs about \$14,000, offers great economy of space.



Evolution of X-rays is seen here by comparing the tube in centre of top row which is similar to one used by Roent-

gen, with the giant $1\frac{1}{4}$ million-volt Philips tube (below). The middle row shows X-ray pictures of various maladies.



Protective clothing for X-ray machine operators includes thick lead-impregnated apron, mask, gloves and glasses.

MOVIE X-RAYS NOW REVEAL THE ELBOW'S BALL AND SOCKET ACTION

Dr. Russell Reynolds of London, whose name is followed by 64 letters representing honorary degrees, made news at the Congress when he announced a method of making X-ray movies of what goes on inside the body. This feat is one which has occupied scientists since the days of Roentgen. Main obstacle has been that X-rays cannot be refracted like light, hence cannot be focused by a lens. Dr. Reynolds solves the problem by projecting the X-ray picture on a bright fluoroscopic screen on which images are inspected when an actual photograph is not taken. With a movie camera he then photographs the image as it changes. The resulting film tells how a joint acts (*see strip of elbow-joint at right*), how the heart expands and contracts, how the stomach functions. By synchronizing the X-ray machine and the cine-camera, the rays penetrate the body only during the fraction of a second that the camera shutter is open, reduce the possibility of dangerous X-ray burns.



RADIOLOGISTS BROWSE THROUGH 9,000 SQ. FT. OF X-RAY PICTURES



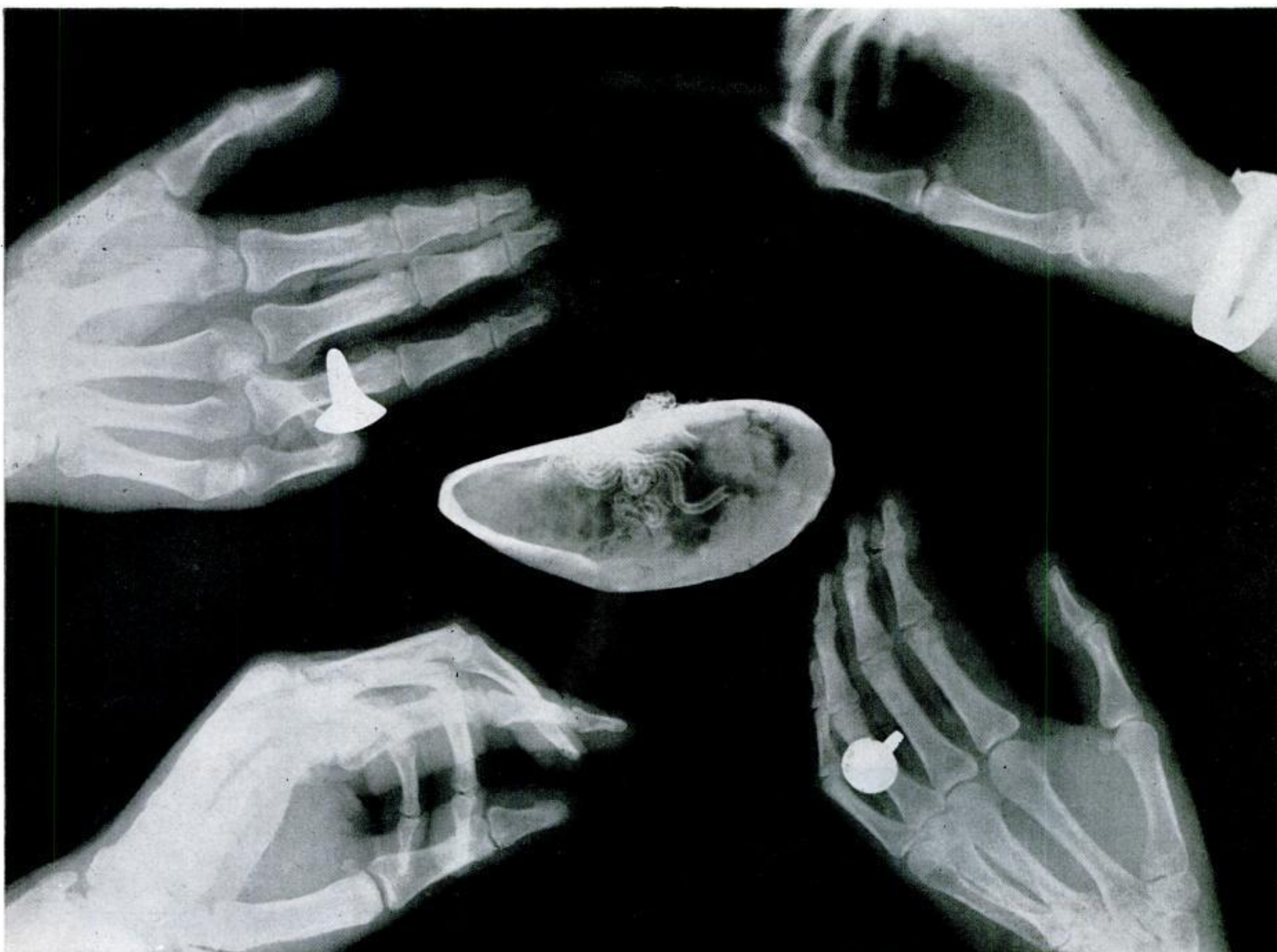
Dr. William David Coolidge advocated the use of high-voltage tubes for cancer treatment.



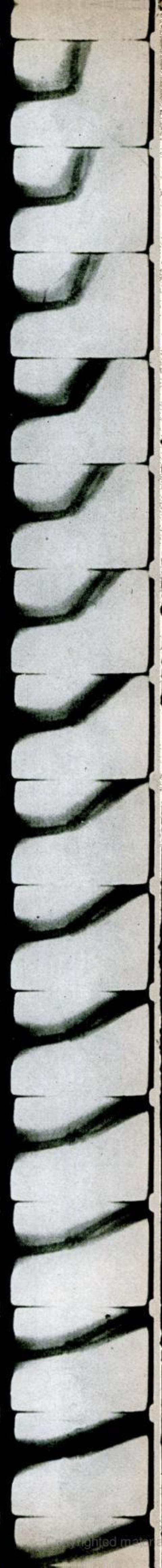
Dr. Arthur C. Christie, of Washington, D. C., was president of the Radiology Congress.



Dr. Russell Reynolds of London, demonstrated his technique for taking X-ray movie films.



X-RAY MACHINE WATCHES FOUR WOMEN SITTING AROUND A TABLE AND SMOKING. THE ASH TRAY IS AN OYSTERSHELL





ON MEMORIAL DAY, 1923, MYRNA LOY AND HER STATUE WERE TAKEN ABOARD THE U.S.S. NEVADA
MYRNA LOY'S STATUE, MADE WHEN SHE WAS 18, STILL STANDS OUTSIDE VENICE HIGH SCHOOL



MYRNA LOY HAD SEX BUT MOVIES GUESSED IT WRONG

On sex, if on anything, Hollywood considers itself an authority. But even authorities can err. Myrna Loy is a case in which Hollywood made a spectacularly wrong guess and persisted in it for seven years. It was Rudolph Valentino who made the initial mistake. One night in 1925 he saw Myrna Loy dancing on the stage of Grauman's Chinese Theatre in Hollywood, correctly judged that she had sex appeal. But instead of a charming American girl, the Great Lover saw her as an exotic Oriental siren. A slinky, sloe-eyed siren Myrna Loy became, hiding her charm beneath a coat of grease paint.

Valentino was not the first to see that Myrna Loy had sex appeal. That honor belongs to Harry Fielding Winebreiner, a sculptor and head of the art department at Union High School in Venice, Calif. He made a statue of her, with arms outstretched (*left*), which was taken aboard a battleship, along with Myrna, as a publicity stunt. In her Oriental roles, Myrna made an obsession of acting with her arms.

AS A DESERT SIREN IN RENEGADES, 1930





IN THE 1920'S, MYRNA POSED FOR PUBLICITY PICTURES (ABOVE). AS A SIREN SHE FLOURISHED IN THE DECADE WHEN SCENES OF EXOTIC SPLENDOR AND ORIENTAL DEBAUCHERY WERE THE MOVIES' LIFEblood. AS LATE AS 1930, IN "BRIDE OF THE REGIMENT" (BELOW), SHE DANCED ON A TABLE



MYRNA LOY, ORIENTAL MENACE, BECOMES THE SCREEN'S SYMBOL OF MARRIED LOVE



In *The Thin Man*, Myrna Loy and William Powell painted a picture of gay and sophisticated married life which found great favor with the movie-going public. In the scene

above it is Christmas morning after a hard Christmas eve. Detective Nick Charles is using his wife's present, a gun, to break the silver baubles on the Christmas tree.



In *After the Thin Man*, Mr. & Mrs. Nick Charles continued their playfully alcoholic mode of married life. Detective Charles, who seems to function best during the holiday

season, has fallen into bed on New Year's morning without getting his customary midnight snack. Mrs. Charles is all for more fun and scrambled eggs before retiring.

For seven years, from the time she was 20 until she was 27, Myrna Loy represented Sex in a lurid but limited field. A spindly, freckled-faced girl from a Montana ranch, she had been "typed," by a whim of Rudolph Valentino, as an Oriental menace. She was a bang-up menace, the best on the screen, but the market for menaces was a dwindling one and its service did not lead to stardom.

The discovery that Myrna had sex appeal of a less exotic sort was made in 1932 by Director William K. Howard, who cast her as an American woman in *Transatlantic*. It was two years later, however, that the movies discovered more exactly what Myrna's sex appeal was. That discovery was made by another director, W. S. Van Dyke, and it was part of a larger discovery which made cinema history.

Up to 1934 it had been a Hollywood axiom that Sex and Marriage did not mix. Heroines married in the last scene but not before and if they had any love life after marriage the movies delicately declined to inquire what it was. Director Van Dyke, deciding to challenge this axiom, made his scenario turn on scenes between a man and his wife. To put across his new picture of marriage, he chose Myrna Loy and William Powell. As Gilbert Seldes wrote in *Photoplay*: "The observer wondered what on earth Nick, the detective, hoped to gain by making love to his own wife; and what his wife was after, wasting her time being in love with her own husband. Yet the picture was pleasing. . . . And it said the one thing about love which the movies had hesitated to say for 20 years." Myrna Loy and William Powell became the screen's symbols of married love.

Last year the *Thin Man* formula was successfully repeated in *After the Thin Man*. M-G-M had planned a third in the series, but shelved it in favor of a feeble slapstick comedy called *Double Wedding*. That this picture, which is now ready for release, falls dismally flat, reflects on neither Miss Loy nor Mr. Powell but on the judgment of their employers.

Unlike most movie queens, the cinema's Symbol of Married Love has been married only once. She eloped in June, 1936, with Arthur Hornblow Jr., a Paramount producer and one of the few college men (Dartmouth '15) at the top of the movie industry. The next two pages show the Hornblows at home.

• • •

Myrna Loy is now 32. In view of Hollywood's continual ballyhoo about Glamorous Youth this fact would be remarkable except that more than half of the other ranking stars are also in their Thirties. It is still fashionable to conceal ages and the following figures are, if anything, on the young side:

Mae West.....	40
Marion Davies	37
Norma Shearer	36
Grace Moore.....	35
Marlene Dietrich	34
Jeanette MacDonald	33
Kay Francis.....	33
Irene Dunne.....	33
Greta Garbo.....	32
Claudette Colbert.....	32
Joan Crawford.....	31
Constance Bennett	31
Madeleine Carroll	31
Janet Gaynor.....	31
Barbara Stanwyck.....	30



MYRNA LOY AND HER HUSBAND, ARTHUR HORNBLLOW JR., READ SCRIPTS IN THEIR GARDEN

Myrna Loy (continued)

Myrna Loy and her producer husband, Arthur Hornblow Jr., have just built a new home in Beverly Hills. During the summer, while decorators were at work on it, the Hornblows lived at Malibu in a beach house leased from Madeleine Carroll. On week ends they spent much of their time in the surf.

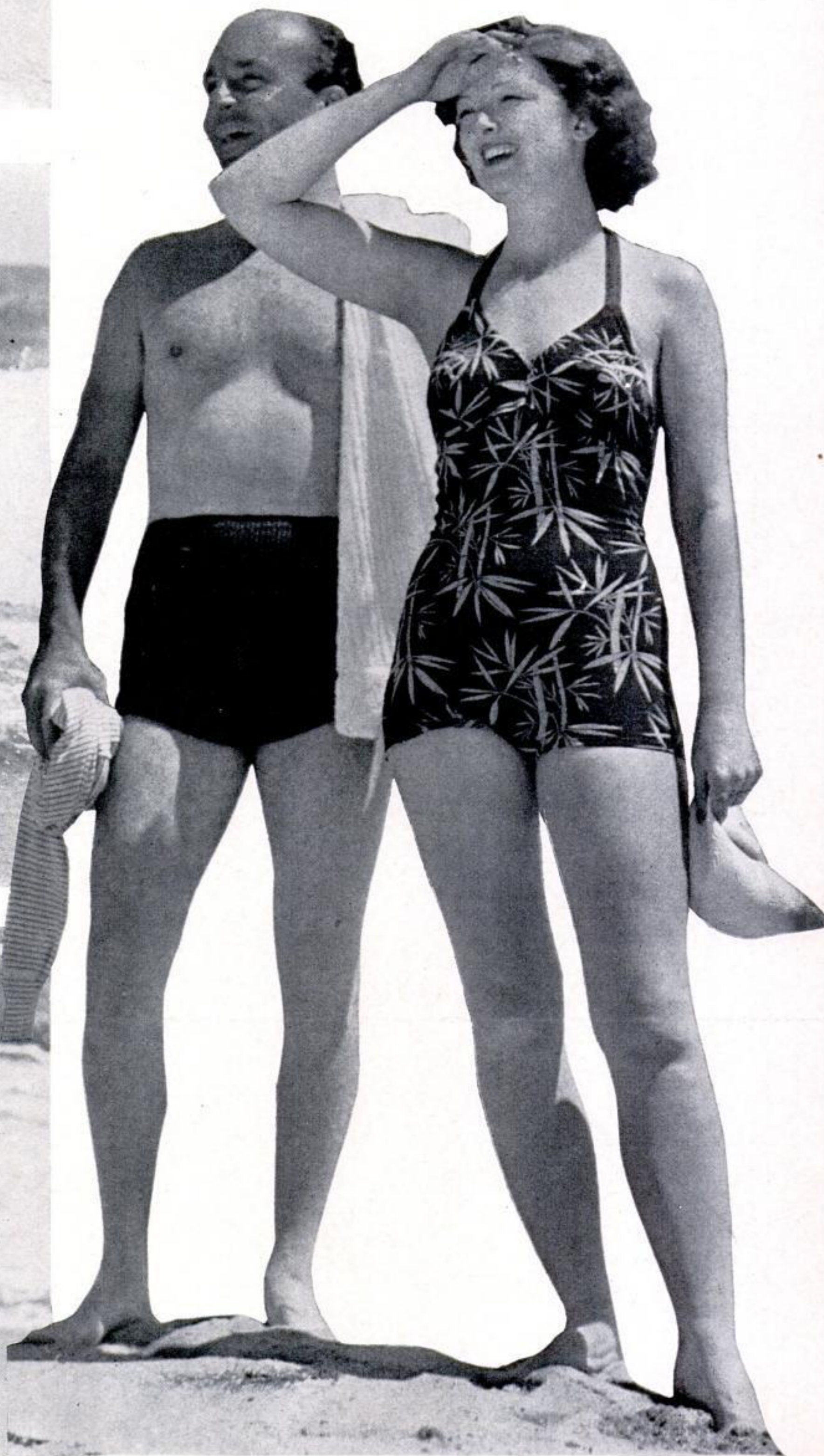
In the press Mr. Hornblow suffers the constant indignity of being referred to as "Myrna Loy's husband." To the movie colony he is at least as important a personage as his wife is. The Hornblows are seldom seen at Hollywood night spots but are noted for their hospitality at home. Their guest list for frequent small dinner parties includes such people as the Ernst Lubitsches, the Rouben Mamoulians, the David O. Selznicks, the Sam Goldwyns, the Fredric Marches, Clark Gable, William Powell, Carole Lombard, Jerome Kern.



MYRNA LOY RUNS FOR THE OCEAN IN FRONT OF HER BEACH HOUSE AT MALIBU



THE HORNBLOWS COME OUT OF THE PACIFIC, THEN DRY THEMSELVES (BELOW)



"Licking THE WORST TRUCKING CONDITIONS in the World"

Here in vivid description is what an old-timer in the oil fields
thinks about INTERNATIONAL TRUCKS. He writes as follows:

"For years I have read your ads about 'Internationals' and they don't begin to tell the story. You fellows should make a trip down here to see what it is all about. Most of the oil wells here are located in the swampy lowlands, in black, sticky gumbo mud. Big, heavy machinery must be brought to the well locations. Boys, unless you see this it is hard to believe. Sometimes it takes three to four hours to make two to three miles. You should see your big Internationals take on the job. Make a few feet, back up, and hit it again. Tear into it. To stop means your truck and load will sink. Boys, this is a fight you should see. You

have a truck that asks no odds, only the gas.

"Now all I ask of you fellows is to get a bit louder and tell the world you have the champion of trucks—a truck that doesn't know the meaning of the word 'quit.' Now my friends, all this is coming from a bystander with years of experience with trucks—including eighteen months with the transport in France, where I thought we had tough going. But this place has shell holes licked a mile, and your Internationals are licking the worst trucking conditions in the world.

"No offense is meant by this little panning; I had to get it off my chest. I am simply a

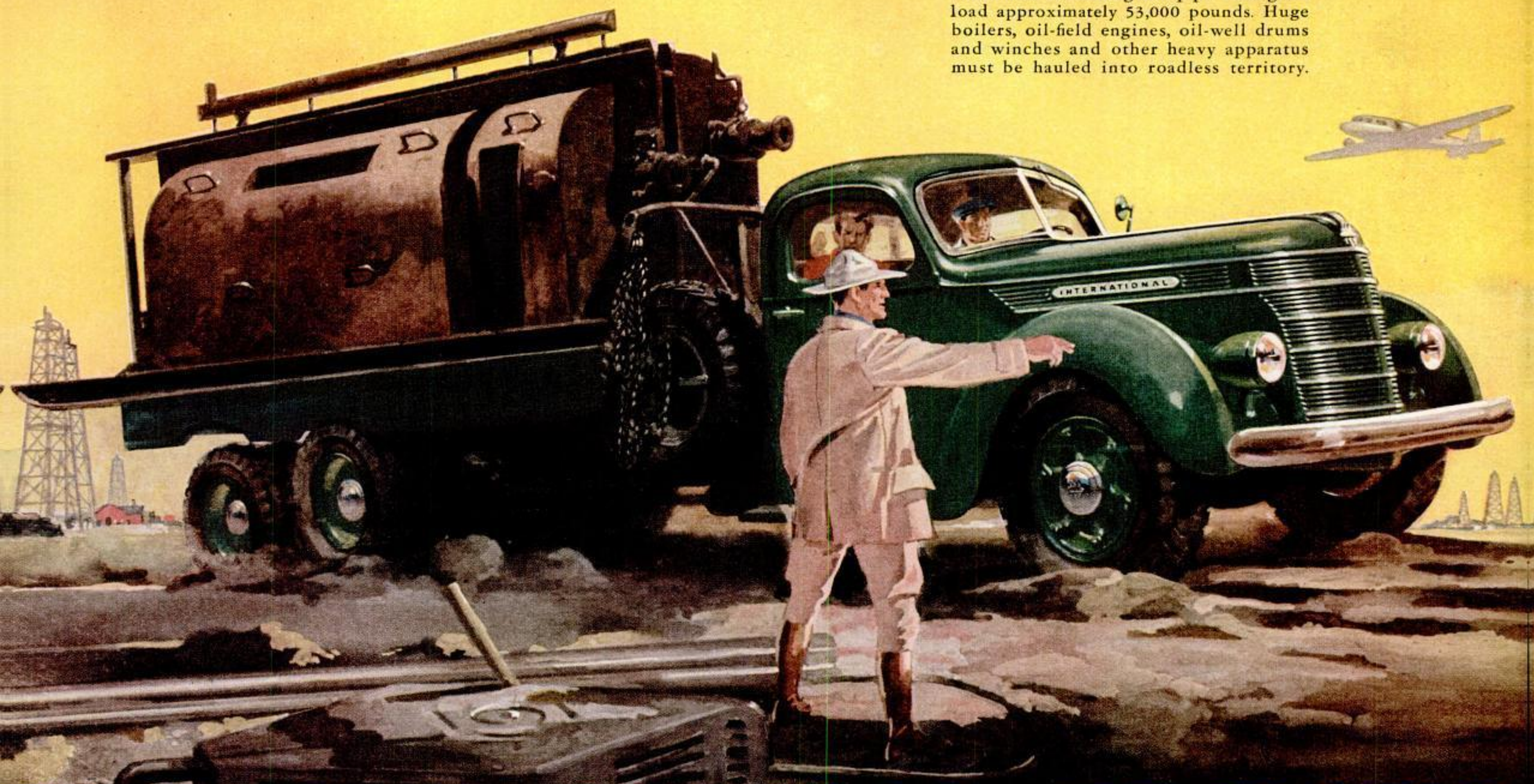
friend and rooter for what I think is *the finest piece of machinery with wheels on it.*"

* * *

Mr. TRUCK OWNER—there is a splendid new complete line of International Trucks on the market now—*new* in external beauty, *new* in engineering throughout. A line of ALL-TRUCK trucks—26 models in 79 wheelbases—from Half-Ton to powerful Six-Wheelers. See the new Internationals at any International dealer or branch showroom.

INTERNATIONAL HARVESTER COMPANY
Harvester Building (INCORPORATED) Chicago, Illinois

International Dual-Drive Six-Wheeler heading into the oil field with draw-works, a giant winch used in handling drill pipe. Total gross load approximately 53,000 pounds. Huge boilers, oil-field engines, oil-well drums and winches and other heavy apparatus must be hauled into roadless territory.



INTERNATIONAL TRUCKS

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Now see America

BETWEEN
NEW YORK AND

California

OR MEXICO CITY

Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala and Mexico, with an additional stop at Havana eastbound. These splendid Grace “Santa” ships offer all outside rooms with private, fresh water baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; gymnasiums; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace “Santas” sails every two weeks from New York and from San Francisco and Los Angeles.

TO South America

Modern Grace Line “Santa” ships sail to South America from New York every week—from California every other week. Cruises include 31 day trips to Lima, Peru; 38 day tours far into the Andes to Cuzco and the interior of Peru; and 38 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the lovely Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities, depending on cruise selected. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York three days, from other points proportionately less).

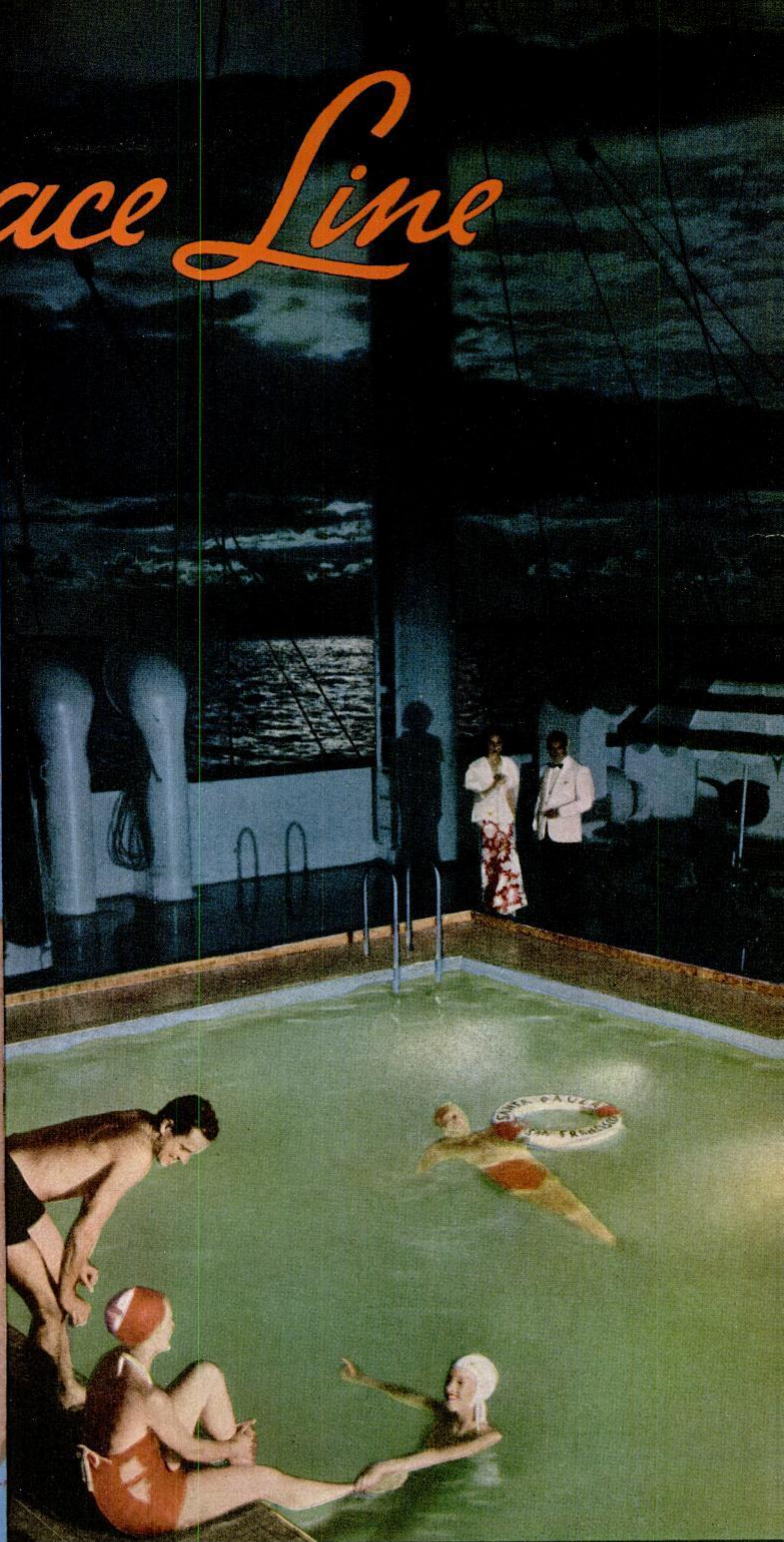
For illustrated literature, itineraries, fares and all-expense cruises, consult your travel agent or Grace Line, New York, Boston, Pittsburgh, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

Ruins of a mighty pre-Inca fortress near Cuzco, Peru, photographed by Ivan Dmitri while on a Grace Line Cruise to South America last November (springtime below the Equator where our seasons are reversed)





by Grace Line



A night photograph of the outdoor tiled swimming pool on a Grace "Santa" cruising between New York and California, via eight Spanish American ports

Puzzle:
What 3-letter word explains
Paul Jones' growing popularity?



YES, *DRY* is the word. A little word, but mighty important to *knowing* drinkers. For *dryness* is the quality such men have always sought in fine champagne and sherry—and in whiskey, too!

And they find this quality of *dryness* in Paul Jones. For Paul Jones is a truly *dry* whiskey—rich and full-bodied, yet without even a suggestion of sweetness.

As you savor its gloriously brisk flavor, either straight or in a mixed drink, remember that this quality of *dryness* is just one of many reasons for Paul Jones' fame as "A Gentleman's Whiskey" since it was first brought forth in 1865!

Frankfort Distilleries, Inc., Louisville and Baltimore



BRITISH LABOR HOLDS ITS ANNUAL CONGRESS IN CATHEDRAL CALM



BRITISH LABOR UNDER AN ADVERTISEMENT FOR THE LABORITE HERALD (CIRCULATION: 2,000,000)



British Labor, world's most conservative proletariat, looks down on French Labor as riotous and U. S. Labor as irresponsible. With sober dignity the British Trades Unions, representing 4,000,000 workers, held their annual Congress from Sept. 6 to 10 in cathedral-like St. Andrew's Hall in Norwich. They had little to ask from their employers, specialized in political resolutions endorsing the Conservative British Government's rearmament program, protesting against the Spanish Rebels, plumping against Fascism generally. British workers have a choice of joining several unions in a shop. They work an average 47 hours a week for an average \$13, have vacations with pay, old-age pensions, accident insurance. Their virtual dictator is publicity-shy Ernest Bevin (*left*) though his chief job is only that of general secretary of the Transport and General Workers' Union. *Above* he is seen on the platform warning his workers to go slow in asking Government regulation of wages & hours. He is saying, "Our movement is a voluntary one and the claim for State regulation must not be carried too far. It might easily lead us on to the slippery slope of a totalitarian State under capitalist control whereby our very liberty might be destroyed."

TRY THE *KICK*
OF AN INGRAM'S
SHAVE

SIS, INGRAM'S IS THE
SHAVING CREAM FOR MY MONEY!



YOU DO HAVE
A CLEANER,
HEALTHIER,
SMOOTHER
LOOK! IS
INGRAM'S THE
BIG SECRET?

RIGHT YOU ARE, SMALL ONE—THE SHAVING
CREAM, LOTION AND TONIC IN ONE.



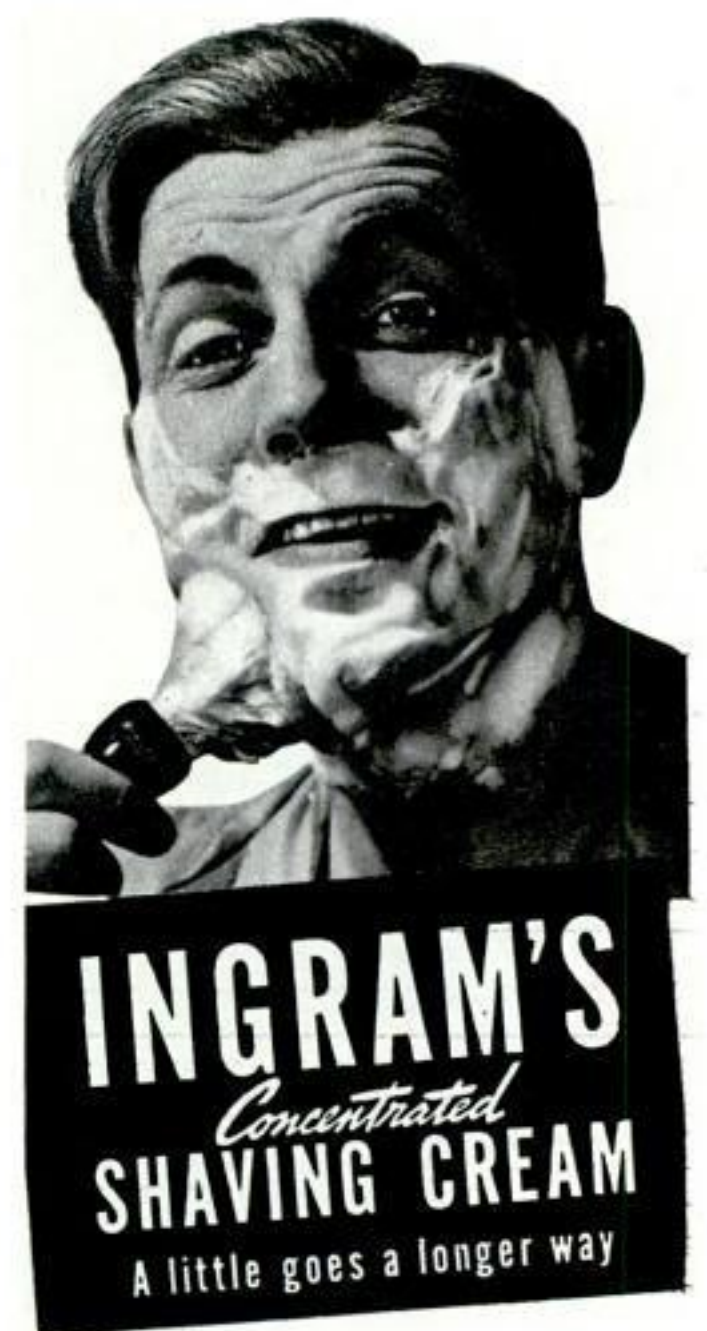
I GET IT—A COM-
PLETE FACIAL
WITH EVERY
SHAVE. WELL,
IT'S DONE A JOB
FOR YOU.

DO I KNOW IT! I CAN FEEL IT SOOTHING
AND TONING MY SKIN WHILE I SHAVE.



IT'S TIME YOU
SUPERIOR MALES
GAVE YOUR FACE
A BREAK. YOUR
SKIN IS 100%
BETTER.

SMOOTH, smoother, smoothest—that's an Ingram shave! For the tiniest bit of Ingram's on your brush whips up into clouds of creamy lather that wilts and softens the toughest beard. But cool, smooth shaving is only part of Ingram's superb performance. Its unique contribution is the bracing *kick*—the soothing, toning, refreshing *lift* of its secret formula. Your face looks and feels younger and stays that way for hours. What more do you want—what more can you ask of a shaving aid!



*"That
reminds
me—*



*"Vat 69,
please!"*

Imported Exclusively by
PARK & TILFORD Import Corp., New York, N.Y.



THE EMPLOYERS' UNION IN PARIS AFTER THE BOMBING

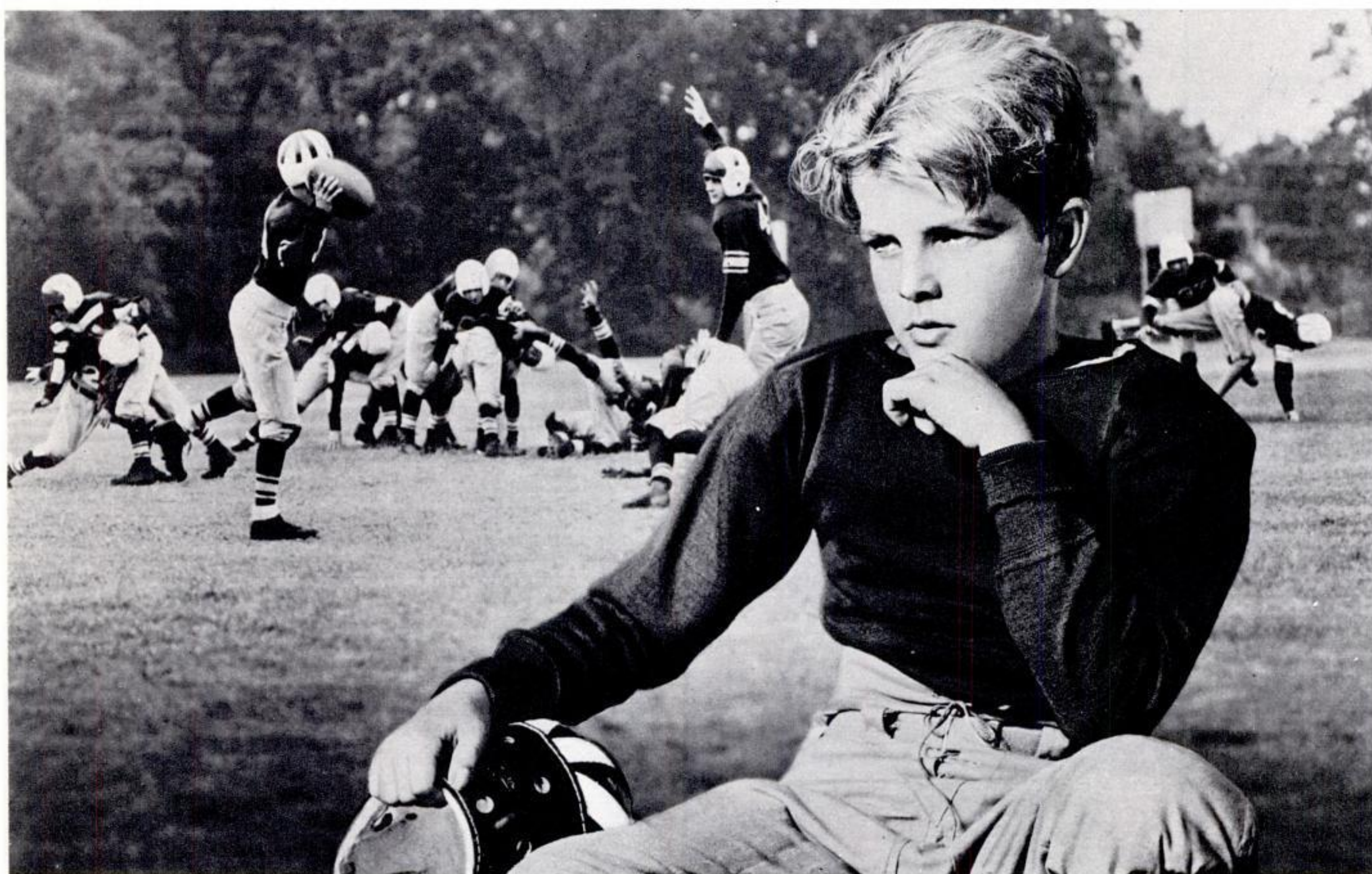
IN FRANCE BOMBS REBUKE EMPLOYERS

The tactic of the bomb was used, Sept. 11, by somebody in Paris presumably hostile to the Federation of French Industry and the French Ironmasters' Association, both employers' organizations. A uniformed messenger delivered two packages at the two buildings. Results, several hours later, were the deaths of two policemen and the pictures above and below. The French Government offered a \$4,000 reward for the capture of the criminals, fervently hoped not to catch them, for political reasons.



The concierge's lodge (above) and the concierge (below) who accepted the bomb package, put it on the mantel, then went down the street to the Paris Exposition.





Why Billy C. was benched

THERE he sat on the sidelines... all through football days. With the finest new football outfit in the neighborhood... with everything but a place on the eleven.

Baffled and hurt as only a twelve-year-old can be, he tried desperately. But always fumbled the ball. Couldn't keep up with plays. *Just couldn't make the grade.*

Then Billy's family physician took a hand. Suspicious, he sent Billy to the dentist. The X-ray of Billy's teeth *told the story*... showed two teeth too far gone to save and another one going... showed what was making the boy a fumbler!

Every doctor and dentist *knows* what will happen if tooth decay is not discovered and checked... how the poisoning action will sap strength and mental energy... retard

progress... even lead into grave and dangerous ills.

That's why they insist on a definite program of care for your teeth... like the Squibb Plan, below.

Because most tooth decay can be prevented... by proper diet, regular dental care, and daily brushing and massage.

There are two scientific dentifrices that make this program most effective: Squibb Dental Cream and Squibb Tooth Powder.

They do more than clean your teeth. Both contain an antacid to neutralize the bacterial acids which *cause* decay, wherever it comes in contact with them.

Choose whichever form you like, paste or powder... you'll find Squibb the most refreshing dentifrice *you* have ever used... and children love the special, pleasing "flavor".

In the light of these facts... one of the finest things you will ever do for your family is to start them on this Squibb Plan *now!*

MOST TOOTH DECAY CAN BE PREVENTED

FOLLOW THE SQUIBB PLAN



1. Brush your teeth and massage your gums thoroughly at least twice a day, using a dentifrice that is efficient and safe; one prepared by a reliable maker.



2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.

BE SURE TO GET SQUIBB QUALITY

Squibb makes hundreds of drug products. When buying any home necessities, be sure to ask if Squibb makes it.

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream... for those who prefer powder.

SQUIBB MINERAL OIL—a safe, internal regulator.

SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D... a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste... another sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

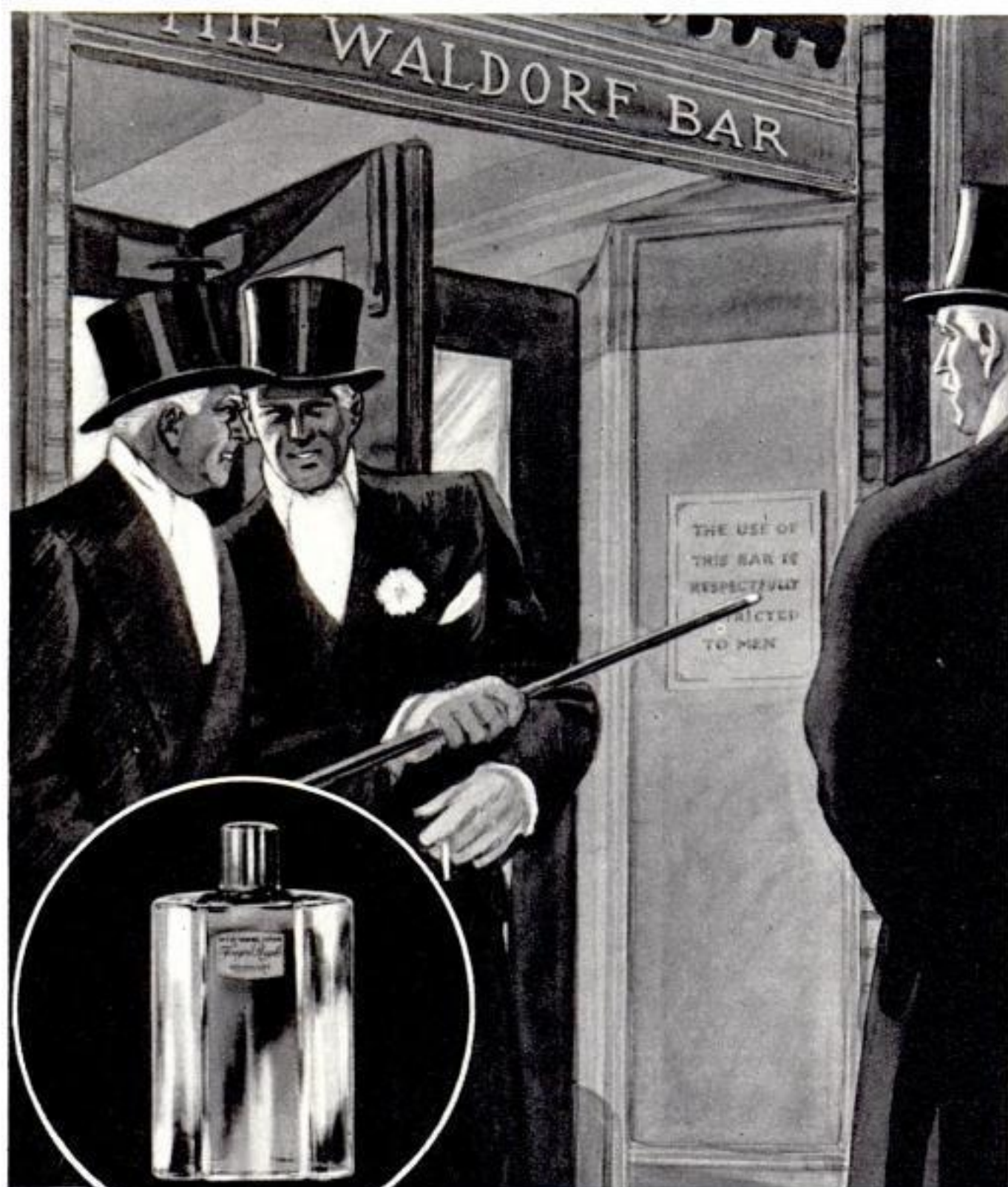
SQUIBB

Dental Cream



THE PRICELESS INGREDIENT OF EVERY

PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER



Respectfully RESTRICTED TO MEN

Like the famous men's bar at the Waldorf-Astoria, Fougère Royale is *for men only!* Heretofore, men have submissively used toiletries that might have been perfumed by a committee of lady barbers. It is only justice that men can now get toilet preparations that do not reek of the beauty-parlor or the water-front barber shop.

The fragrance of *Fougère Royale* (Royal Fern) is fresh, woody, *definitely masculine*.

Fougère Royale After-Shave Lotion. (Illustrated above.) Your daily reward for shaving! A cocktail for your skin. Mildly astringent, and soothing to small scuffs and nicks. 85c.

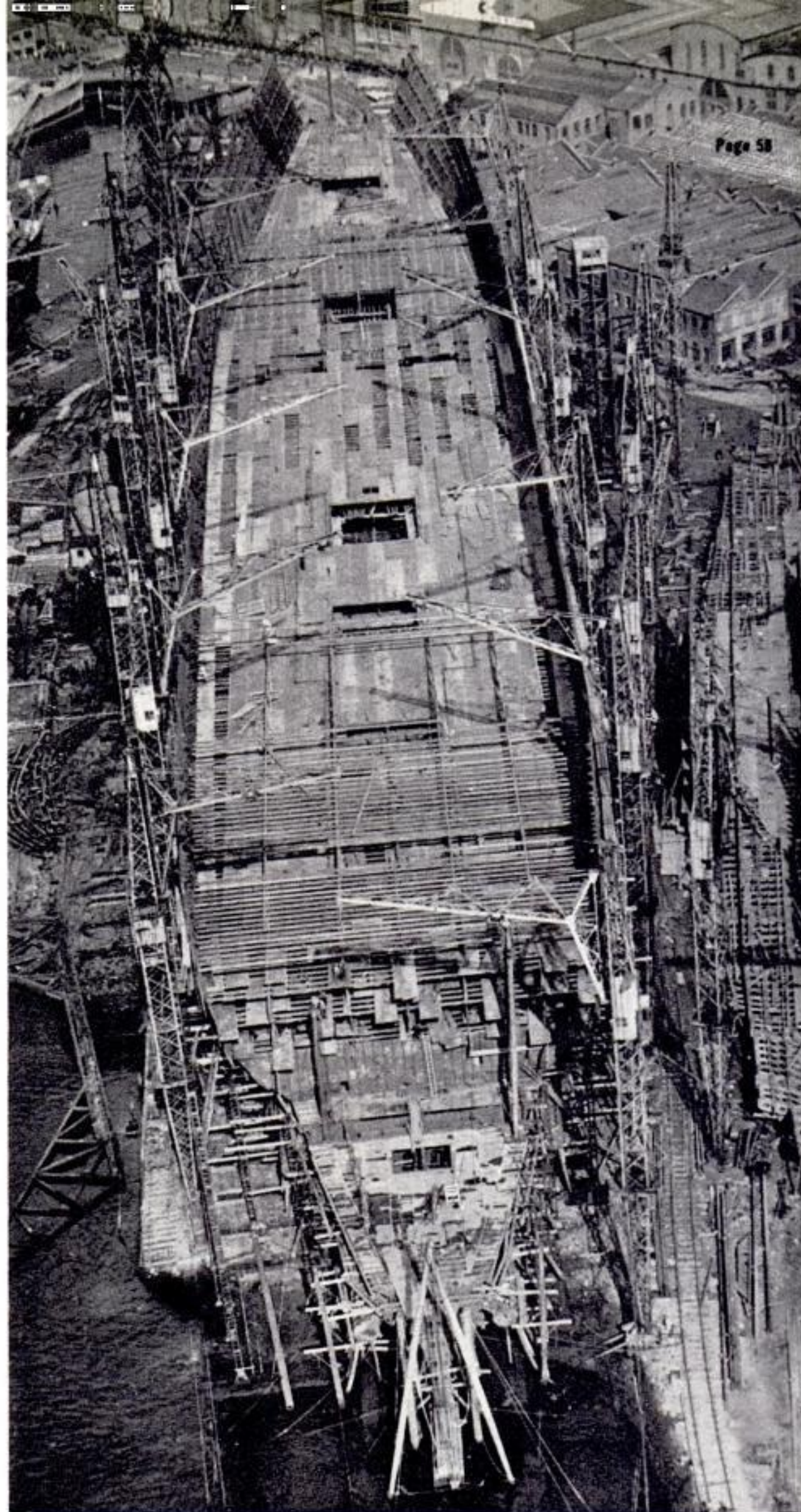
Fougère Royale Shaving Bowl. You get luxurious, voluminous, refreshingly fragrant lather, and it lasts like a rock for ages. \$1.00.

Fougère Royale Talc. Extremely fine in quality. Man-toned. Man-fragranced. Miles above most talcs, but only mills more expensive. 50c.

Fougère Royale Hair Lotion. For the well-groomed head. Lends lustre without oiliness. Enlivens the scalp, combats dryness—with the fragrance that's *all man!* 85c.



FOUGERE ROYALE
Fooj-air Roy-al (Royal Fern)
by HOUBIGANT
for men



CONTRACT 552 ASSEMBLES FAST AT JOHN BROWN & CO.'S YARDS

THE BRITISH BUILD QUEEN MARY'S SISTER

Above and below are pictures, both looking toward the bow, of the Cunard White Star's "Contract 552," to be the sister ship of the *Queen Mary* and to be christened either *Queen Victoria* or *Queen Elizabeth* after it is finished in mid-1939. Place: John Brown & Co.'s yards at Clydebank, Scotland. Notice (*above*) the skeleton of a smaller ship a-building at right. The picture below, taken several months ago, shows lattice derricks and (*rear, centre*) one hammer-head crane. The inner bottom is being laid on the webbing and held by screw chains. Men are at work with hydraulic riveters. The new picture (*above*) shows the transverse beams of B Deck being plated, the square holes of the hatchways and at the stern the supporting shear legs on either side of which the propeller shafts will go.



BELOW THIS INNER BOTTOM WATER & OIL WILL BE STORED

This World Championship is in the Bag



IF there were a White Shirt World Series, it would be all over before it started.

And the flag signifying victory would be run up the Arrow flagpole!

Arrow makes the world's best liked white shirts. They are worn by millions of men. They are sold in 79 countries. They are the most famous shirts made. Let's meet them individually.

The New Trump, lead-off on this Arrow team, comes in Arrow's own cut-to-fit style. And it has a new *soft* collar that never needs starch and is just a glutton for wear. \$2.

Paddock is virtually the same shirt, but made of an even finer fabric. It costs \$2.50.

Hitt offers you the remarkable Aroset Collar, constructed so that it, too, never needs starch, yet *looks* starched. A fine shirt for your dressier moments. \$2.

Dale is brother to *Hitt* in all save a richer fabric. \$2.50.

Gordon is Arrow's famous *oxford* shirt, one shirt of this informal friendly fabric that is not be-devilled by shrinkage. *Gordon* is \$2.

All these splendid shirts have the one and only Arrow Collar. All are tailored meticulously, by the most skilful and conscientious fingers in shirtdom. All come in Arrow's Mitoga form-fit design. All are *Sanforized Shrink*—which is another way of saying "NO SHRINKING EVER OR A NEW SHIRT FREE!"

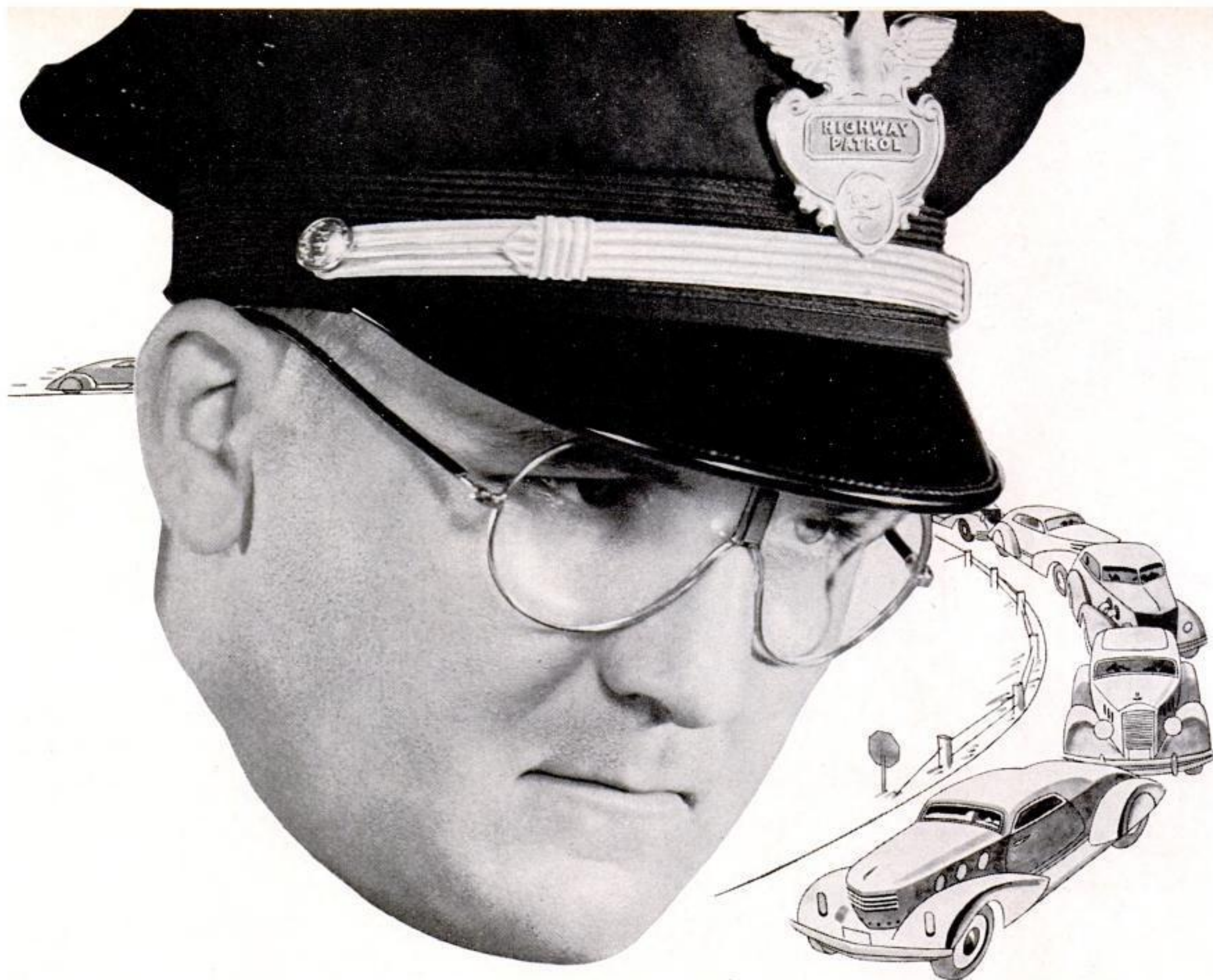
See these famous whites, the shirts without which *no* wardrobe is correct. And see their smart and colorful brothers . . . Arrow Fancy Shirts. Your own Arrow Dealer is proudly displaying the whole family now.

Copy. 1937, Cluett, Peabody & Co., Inc., Troy, N. Y.

ARROW
SHIRTS
SANFORIZED

IF IT HASN'T AN ARROW LABEL
IT ISN'T AN ARROW SHIRT

\$2 • \$2.50 • \$3.50 • \$5 • SANFORIZED SHRUNK—A NEW SHIRT IF ONE EVER SHRINKS



Ability to **STOP** cuts down accidents



The car that stops in time never hits anything, and quick stopping depends a great deal on tires.

When you ride on Hood Deluxe Speed Protected Tires, there is a comfortable feeling that the car is under control, even on slippery roads.

The tough, live rubber of the scientifically designed Hood Center-flex tread has a sure-footed grip on the road. It permits your brakes to do their work without uncertainty, stopping the car smoothly and quickly. And

extra tread toughness means extra long mileage.

Firmly uniting this fine tread with a body of extra-strong, rubber-insulated cords, is the exclusive Hood Speed Shield — for added protection against road shocks and dangerous blowouts.

For 25 years Hood Tires have proved their ability to perform—on all kinds of roads, under all weather conditions, at all speeds.

Your Hood dealer does not ask you to pay a price premium for this extra-quality tire. You can enjoy its unusual safety features and its long mileage for the price of ordinary tires.

Factories: Akron, Ohio and Los Angeles, Calif.



FORTY YEARS OF QUALITY RUBBER PRODUCTS





THROUGH SMOKED GLASSES, YVONNE AND CECILE LOOK ROSY

LIFE REPORTS ON THE QUINS

The glasses perched on the Dionne noses above were put on, not for fun, but because a cold attacked the Quins *en masse* this summer, made their brown eyes sensitive. The summer, which made the Quins four months older than they were when LIFE reported on them before their third birthday (LIFE, May 17), was ruffled by other things than colds. Each Quin developed a sense of property, began to object to communal use of her toys. Awareness that throngs of strangers were watching them made the Quins occasionally irritable. As these photographs show, the Dionnes have begun to lose some of their baby charm and resemblance to each other.

A COFFEEPOT MAKES A GOOD TOY FOR PLUMP YVONNE



CONTINUED ON NEXT PAGE

*"You can do the same thing
to your home, Bob—"*



SIDEWALLS, J-M Asbestos Siding Shingles (above, right), the roof, J-M Asbestos Roofing Shingles (left). Both charming as wood; fire- and wear-proof.



LIVING ROOM transformed with J-M Decorative Insulating Board panels applied right over the old walls and ceiling. Many designs and finishes. Economical to apply.



J-M HOME INSULATION helps prevent drafts, reduces fuel bills up to 30%; cuts temperatures up to 15° in hottest weather. "Batts" for new houses; "blown" into walls of old ones.

*"and I got my ideas
from the 101 Book!"*

SUCCESSFUL remodeling starts with *Ideas*—ideas that are practical, ideas that meet your particular needs, ideas that cut costs all along the line.

J-M offers you "101" such ideas—sends them to you in a *free* book that's fun to read and full of pictures (many in full color).

Ideas for modern kitchens and bathrooms, basement and attic rooms—ideas for re-roofing and re-siding, so that your home will be fire-safe, easily and economically kept up—expert advice, too, on insulating for year-round comfort.

In addition, information on financing home improvements under the terms of the J-M Million-Dollar-to-Lend Plan. Mail coupon.

JOHNS-MANVILLE
JM BUILDING MATERIALS

SEND FOR

Johns-Manville, Dept. L-10-11
22 E. 40th St., N.Y.C.

Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐. Insulating Boards for extra rooms ☐. An Asbestos Shingle roof ☐. Cedargrain Asbestos Siding Shingles ☐. I am planning to remodel ☐. I am planning to build ☐.

Name _____

Address _____

FREE BOOK





*Wearing mittens to keep out the frost
May be wisdom, but style-wise you're lost.
So we who are wiser
Wear "FallBars" by Kayser —
They're high-style at very low cost!*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer** Hosiery for each limerick we accept. Mail to Kayser, Dept. L-4, 500 Fifth Avenue, New York City.



Cleverest trick of the season is FallBar*—the gloves that make your hands *feel* warmer and *look* smaller! It's the wool in "FallBars" that keeps your fingers so toasty —it's the Kayser touch that makes them so smart! Perfect fitting and perfectly washable. Made in U. S. A. \$1.00

BE WISER . . . BUY

KAYSER

*TRADE MARK, COPR. 1937, JULIUS KAYSER & CO. **TRADE MARK, U. S. PAT. NO. 1,969,307

MACRAE

The Quins (continued)



Rough games came into favor with the Quins this summer. Lined up for crack-the-whip are Cecile, Annette, Yvonne, Marie, Emilie. Yvonne, leader in most Quin games, is on her toes and ready. Emilie, clutching her ball, is anything but ready.



The whip is cracked by Yvonne, who keeps her feet, helps hold Marie up. Emilie has lost both ball and feet. Annette's somersault is pure camera show-off. The Quins play amiably together although Yvonne and Annette are likely to be bossy.



Possessiveness is a newly-acquired Quin characteristic. Annette (*above*) doesn't let any of her sisters play with her doll.



Most original Quin has always been Yvonne (*above*). This display of originality however seems rather pointless.

CONTINUED ON PAGE 64

TALKING OF THE MOVIE OF THE WEEK

★—don't miss Henry Fonda's new smash hit "I Met My Love Again," now appearing at local theatres. Critics agree this Walter Wanger production is one of the screen triumphs of 1937.

TALKING OF THE SUIT OF THE YEAR

—notice the smart fall suit Henry Fonda wears in "I Met My Love Again." It's Hart Schaffner & Marx new Savile Lounge model of Triple Test Worsted. We designed it for Fonda—but it's priced for you! And it's ready for you now at your local Hart Schaffner & Marx dealer!

SOUND STAGE—and final touches before the big scene. An attendant brushes Fonda's good-looking Hart Schaffner & Marx suit as he waits in the wings.

CO-STARS Joan Bennett and Henry Fonda in a delightful bit from their new comedy of youth and laughter! "I Met My Love Again" brings you these two favorites in their biggest hit.



CLOSE-UP

—of Fonda, and co-directors Arthur Ripley and Joshua Logan, discussing a scene before the "take." Note the smart lines to the Hart Schaffner & Marx suit Fonda is wearing. See it on the screen, then see how it looks on you.

BOY GETS GIRL

After shooting the big scene, co-stars Joan Bennett and Henry Fonda stroll arm in arm to the studio cafe, for lunch. Fonda still wears the Hart Schaffner & Marx suit he chose for this Walter Wanger hit!



HANDS ACROSS THE TABLE—Love burgeons, laughter booms, as Henry Fonda and Louise Platt confide in each other in a sequence of this gay, exciting movie, "I Met My Love Again." Watch for it. And watch for the smart Hart Schaffner & Marx Clothes Fonda wears in a number of important scenes in this screen sensation.





Quins (continued)

ANNETTE: 33½ LB., 36¼ IN.



CECILE: 32 LB., 35¼ IN.



EMILIE: 31¼ LB., 36 IN.



MARIE: 29½ LB., 35¼ IN.

YVONNE: 32¼ LB., 36 IN.



PEACE IN THE POOL (ABOVE) ENDS (BELOW) WHEN EMILIE PULLS CRYBABY MARIE'S SHOE



BELOW, MARIE SHOWS AFFECTION FOR ANNETTE, INTEREST IN EMILIE'S NEW GAME



The Magazine Within a Magazine

LISTEN



OCTOBER, 1937

VOL. 1, No. 3

A 6 Page Advertisement of the Radio Corporation of America



Shown above is painting of "His Master's Voice"—probably the most familiar trade mark in the world.

IN THIS ISSUE



RECORD FAVORITES
Love Songs Repeat

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LOVELY SONGSTRESS
She Sings for You

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MUSICIAN'S HOLIDAY
Buying Records

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"EYES" FOR BLIND
How Sightless Read

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"HIS MASTER'S VOICE"—1937 STYLE

SEE
NEXT
PAGE →

PHONOGRAPH RECORDS STAGE BIG COMEBACK



The surprise of the music world today is the startling comeback of Victor Records. Once more they are smart, are selling by millions from New York to Hollywood. They are popular because they satisfy, as never before, "the wish to have the music you want when you want it"—and all the encores you please.

Music lovers who recall the early days are amazed to discover what RCA electronic wizards have done both with records and the famous old Victrola. Listeners now hear the formerly elusive bass notes and overtones. They find thinness and twang replaced by warmth, life and color. They agree that Victor recorded music has attained true fidelity, that it outstrips the sound reproduction of the famous Victrola as surely as the RCA Photophone for motion pictures surpasses the early "squawkies."

Curious and interesting has been the result of the phonograph's marriage to radio. As radio made its swift conquest of the world, phonographs and records seemed forgotten for a time. Forgotten by many of the public, but not by RCA sound engineers. These pioneers were quick to see in their own astounding discoveries in electronics and radio the basis of a re-birth for records and phonographs.

Drawing on the vast resources of RCA for research, encouraged by RCA deep-rooted passion for improving every kind of sound reproduction, RCA Victor laboratories developed a completely new art of phonography. Mica diaphragms gave way to electrical pick-ups. Horns were replaced by tubes in electric circuits and dynamic speakers which create "Higher Fidelity" through seemingly miraculous radio principles. A vital factor in this progress was the work of RCA Photophone. This Magic Voice of the Screen, now used by great film companies and in thousands of theatres, embodies the basic principles that create today's Victor Records.

So radio—exciting, mysterious, promising new gratification of the universal desire for music, did not sound the death-knell of records. Instead, radio has been used by RCA to give recorded music new impetus, to start it toward a future more glorious than the past. Small wonder that ten combination phonograph-radios are now bought, where one was bought in the past... that the interest in records equals that of the fabled Victrola days.



How a record was made back in the old Victrola days

Before the days of electrical recording, phonograph record making called for weird use of horns and odd seating arrangements. This was because sounds were recorded mechanically, and the recording diaphragm was more sensitive

to some instruments than to others. Picture shows old-time recording scene in Victor studios, at Camden, before modern electrical methods made it possible for records to reproduce the artist's performance exactly.



Nelson Eddy making a record the modern way—Today's recording methods have scored vast advance over the old Victrola days. Artists sing into an RCA microphone. By means of electrical circuits a stylus engraves in a wax disc an exact "image" of the sound. A master metal record is made from this wax disc. Picture shows Nelson Eddy recording a

selection for his Victor Album of 12 Beloved American Songs. There are other widely popular Eddy records, including duets with lovely Jeanette MacDonald. Mr. Eddy and Miss MacDonald will soon be seen together again in the forthcoming Metro-Goldwyn-Mayer picture "The Girl of the Golden West."



Storehouse of the immortals—In this—the world's most important music room—are the master records of the musically great of the last three generations, and of today. Thus stars are kept eternally bright by Victor. These imperishable metal discs, permanently preserving the works of the world's greatest artists, are worth millions of dollars.



Tommy Dorsey on "busman's holiday"—Band leaders and members of orchestras are ardent record fans. Tommy Dorsey has a big record library. He is constantly seen buying new numbers for amusement, and for information about musical trends. Radio first popularized Dorsey swing music. But millions now enjoy his records, hear his music when they please. Popular Dorsey numbers are in Victor Symposium of Swing, a record album which also contains swing hits by Benny Goodman, "Fats" Waller and "Bunny" Berigan. The world's greatest artists are on Victor Records.



Gladys Swarthout in all her beauty—Typical of the great advance in recording attained by Victor Higher Fidelity is the entire accuracy with which the lovely voice of Gladys Swarthout may be heard by music lovers in their own homes. Miss Swarthout, beautiful star of radio, Metropolitan Opera and motion pictures, is shown above.

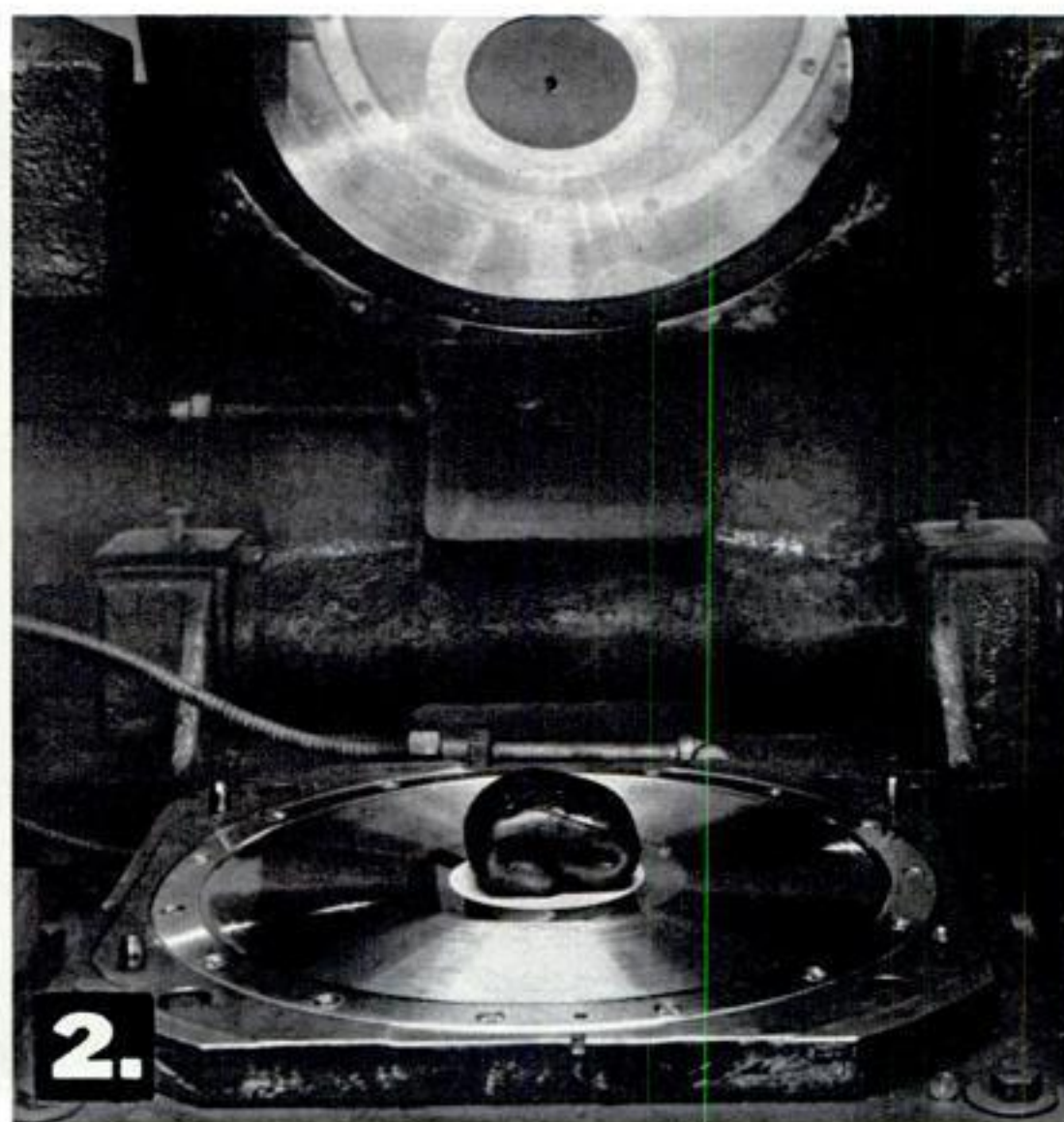
Those who wonder at faithful reproduction of the voices and instruments of the world's greatest artists may not know the immense care taken by Victor recording studios. Final check is that each artist must O.K. master disc before any records are made for sale. Recently Rachmaninoff, after approving master record of piano solo, was distressed when he discovered an entire chord missing while playing record in his apartment. He rushed to Victor studio in New York, asked to hear record. "You've put the chord back!" he cried. "How did you do it?" Explanation: Mr. Rachmaninoff owned an old-time phonograph. The chord was on the record, but his machine could not reproduce it.

Moral: Phonographs, too, have been improved greatly. Modern Victor Records have all the notes. Modern RCA Victor instruments reproduce them all. Amazing realism of Victor recording methods is indicated by critics' comments. Of Victor Records they formerly said, "Perfect—for a record" . . . They now say "PERFECT!"



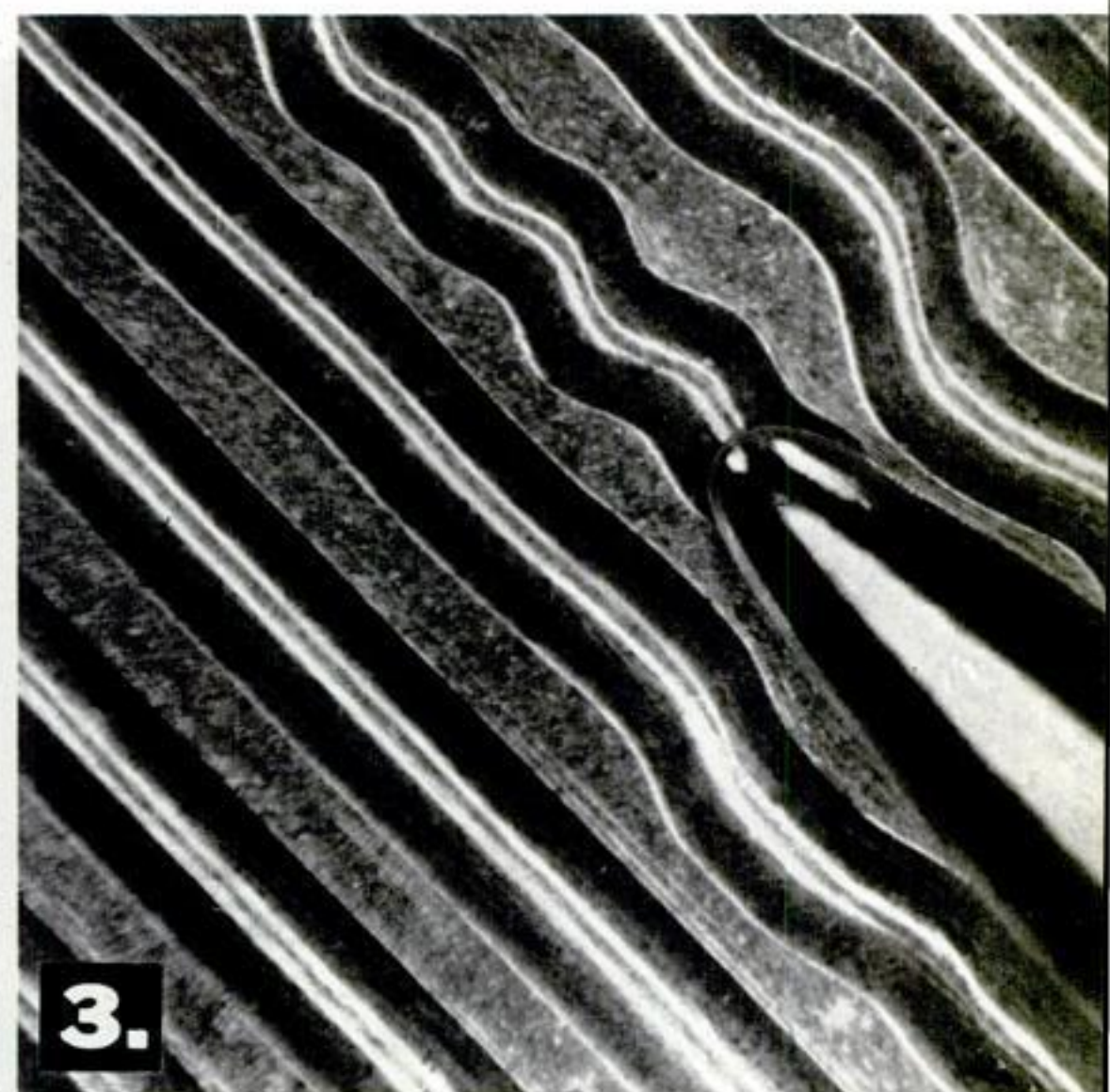
1.

Somebody coughed—Funny things sometimes happen when records are made. In this case somebody coughed, but so foreign a sound does not baffle Victor Record expert who is shown at delicate operation of erasing an untimely cough.



2.

Musical biscuit—Picture shows biscuit of "dough" more carefully compounded than any housewife's about to be moulded against master disc to form a finished record. Combined pressure and heat forge long-lasting hardness into the grooves of every Victor Record.



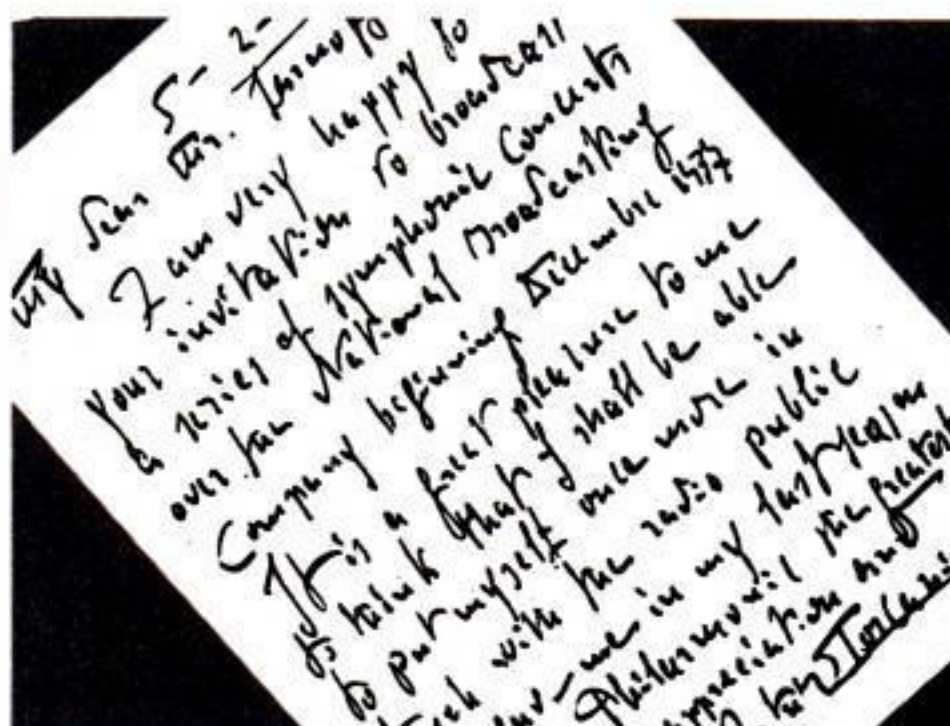
3.

110 men through the point of a needle—Micro-photograph of needle in groove (6/1000" wide) of Victor Record. Men with life-long experience still marvel that needle can fill room with glorious music, still consider it miraculous.

NBC SUGGESTS, MAESTRO TOSCANINI ACCEPTS



Toscanini bids farewell—To hear Toscanini's farewell concert in 1936, many waited all night at Carnegie Hall. But the Maestro heeded NBC Board Chairman's plea against retirement. Result: millions now look forward to Toscanini's NBC concerts this winter. Next pictures show Toscanini's acceptance and the Maestro himself.



Milan, February 5, 1937
"My dear Mr. Sarnoff:
I am very happy to accept your invitation to broadcast a series of symphonic concerts over the National Broadcasting Company networks. It is a great pleasure for me to think that I shall be able to put myself once more in touch with the radio public which gave me in my last season with the Philharmonic the greatest proof of its appreciation and sympathy."
Arturo Toscanini



to think that I shall be able to put myself once more in touch with the radio public which gave me in my last season with the Philharmonic the greatest proof of its appreciation and sympathy.

ARTURO TOSCANINI

BUT MANY TOSCANINI FANS WON'T WAIT FOR DECEMBER



Libraries of enjoyment—Toscanini admirers find cheer in the fact that the Maestro is a Victor recording artist. His superb music can be enjoyed at any time by record owners. Many music lovers build record libraries to suit their tastes. Others buy complete libraries assembled by RCA Victor. Above is a typical Victor record library.



Most famous "title page" in music—The Victor label in one of its two colors, black or red, has appeared on more than six hundred million phonograph records. It is familiar and welcomed by races that cannot read a word it bears. Both because of repertoire and world-wide distribution, it is the most famous "title page" in music.



Toscanini plays for all time—and for you. Here you see the celebrated Maestro discussing a score with Yehudi Menuhin, young violin virtuoso. Toscanini's New York Philharmonic Orchestra recordings provide endless entertainment for music lovers. They also preserve Toscanini's virtuosity for future generations.

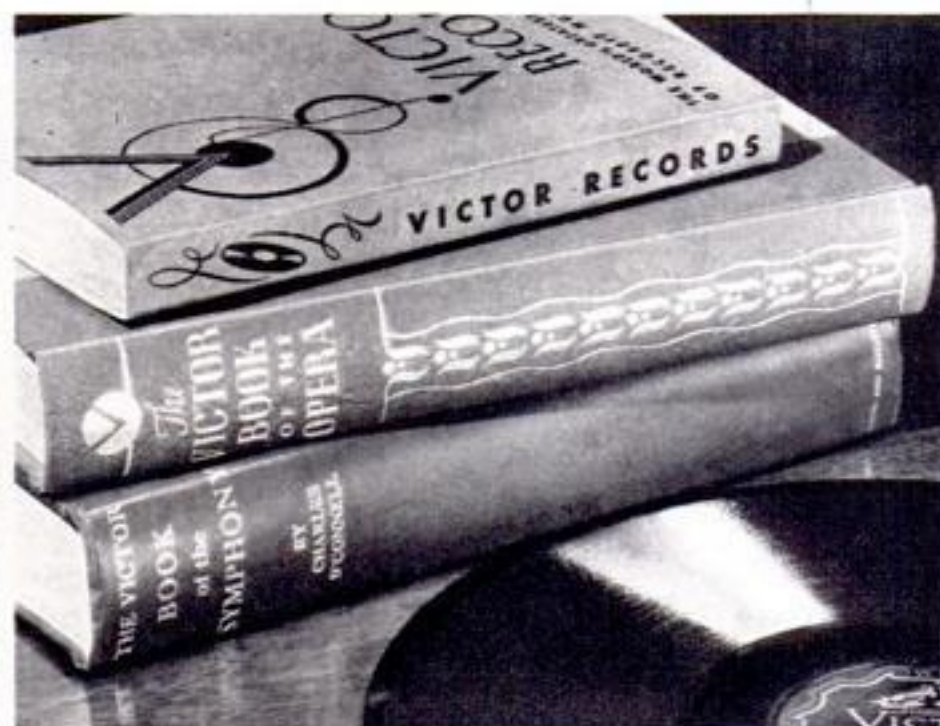
OPERA AND SYMPHONY SEASONS NOW 52 WEEKS LONG



Wagner would know HEAVEN—Were he alive today, the renowned German composer, Richard Wagner, would feel he knew Heaven if he could hear his own stirring music as sung by Kirsten Flagstad and Lauritz Melchior, pictured above in a scene from "Siegfried." Nearly every famous opera star makes records for RCA Victor.



Opera for two—Records now enable millions to enjoy a 52-week opera and symphony season. Scenes like the one above are re-enacted in homes all over the land. RCA Victor Higher Fidelity Process of recording gives music such life and color, reproduces such true tone, that record enthusiasts say it's just like attending an actual performance.



Best sellers in music—Invaluable as a guide to the world's great operas and symphonies are the Victor Book of the Opera, the Victor Book of the Symphony and the Victor Record Catalog. Their pages furnish simple, easily understood stories of musical masterpieces. More than 500,000 copies of the Book of the Opera have been sold.

HOW THE BLIND "READ" WITH THEIR EARS



Talking Book—Braille label from disc recorded by American Foundation for the Blind. These records are great boon to sightless who can thus enjoy complete books, whether or not they are able to read Braille.

"Rubber books" now let blind read—This man, stone-blind, now knows the thrill of books so long denied the sightless. He reads the latest novels, biographies and other literature he only heard about before, because now books come in record form. There are 130,000 blind persons in this country. Some read through their fingers by using Braille printing. But less than one fourth of the blind can read Braille. With records giving them "eyes" with which to read, they now enjoy good books. Often the author of the book makes the recordings. But usually, dramatic actors do the reading. Made of durable and flexible "Victrolac," these records can be bent and treated roughly without fear of breakage.



She revolutionized music teaching—When Dr. Frances E. Clark became Victor's Director of Educational Activities in 1911 few schools or colleges owned phonographs. Dr. Clark (Temple University made her honorary Doctor of Music in 1929) saw immense educational possibilities of records, fostered collegiate and school courses in musical appreciation, literature and history. Today U. S. schools own more than 150,000 phonographs, have over a million Victor Records.



Star sings for Magic Key—Few singers have so swiftly gained so loyal a following as has lovely Helen Jepson. Her clear soprano voice first heard over radio, now delights opera, record and movie lovers. Miss Jepson has appeared frequently on RCA's famous Magic Key, brilliant Sunday program broadcast on an NBC network of 97 stations, 2 to 3 P.M., E.S.T. Through RCA Communications and RCA's Radiomarine, performers are often heard while in various foreign countries.



TEN BEST SELLERS OF TODAY'S VICTOR RECORDS

Rising sales of Victor symphonic records prove America likes good music. Listed below are the five best sellers in Victor classic recordings.

- Nutcracker Suite (Tchaikowsky)**
Leopold Stokowski—Philadelphia Orchestra
Album M-265
- Symphony No. 8, in B Minor ("Unfinished") (Schubert)**
Serge Koussevitzky—Boston Symphony Orchestra
Album M-319
- Symphony No. 5, in C Minor (Beethoven)**
Serge Koussevitzky—London Philharmonic Orchestra
Album M-245
- Symphony in D Minor (César Franck)**
Leopold Stokowski—Philadelphia Orchestra
Album M-300
- Tristan und Isolde—Isolde's Liebestod (Wagner)**
Kirsten Flagstad—8859

Below are the five best sellers in popular recordings in 1936-37. Note public demands both sweet and swing.

- 25627—Afraid to Dream**
Roll 'em
Benny Goodman
- 25598—Whispers in the Dark**
Stop! You're Breaking My Heart
Hal Kemp
- 25592—On the Sunny Side of the Street**
I Know that You Know
Lionel Hampton
- 25523—Song of India**
Marie
Tommy Dorsey
- 25522—Boo-Hoo**
I Can't Lose that Longing for You
Guy Lombardo

Watch for next issue of LISTEN, Nov. 8—"What RCA ALL THE WAY means to you!"

RCA RADIO CORPORATION OF AMERICA
RADIO CITY, U.S.A.
RCA MANUFACTURING CO., INC.
RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO. • RCA INSTITUTES, INC.
RADIOMARINE CORP. OF AMERICA

FREE! Only authoritative list of the nation's best loved music. Send coupon now

RCA Manufacturing Co., Inc.
Camden, N. J.

Please send me free copy of "The Music America Loves Best."

Name.....

Address.....

City & State.....

Listen to the beauty of Victor Records on the instruments built to play them!



This and your Radio play Victor Records

RCA Victor Record Player can be attached to any modern AC radio. It plays Victor Records with the same tone quality that your radio has. Can be operated conveniently from your armchair. Plays 10" and 12" Victor Records. Handsomely finished in walnut. **only \$19.95***



RCA Victor Phonograph-Radio U-103... The lowest priced console model automatic electric phonograph-radio ever put out by RCA Victor. Phonograph has automatic record changer for 10" records. Automatically repeats 12" records. Radio brings in domestic and foreign broadcasts. Can be bought for less than \$150.*



RCA Victor Phonograph-Radio U-102E... A smart end table model designed for comfort in listening—you need not move from your chair to get the music you want when you want it.



RCA Victor Electric Phonograph R-97... Good-looking, compact. A table model of high acoustic attainments. Automatically changes 10" records, repeats 12" records.

Magnificent new RCA Victor Phonograph-Radios, beginning under \$80, make it easy to join in America's Victor Record vogue!

Undreamed-of thrills in musical reality! When an RCA Victor Phonograph-Radio plays a Victor Higher Fidelity Record you hear every tone, color and inflection, exactly as recorded. No other instrument can play Victor Records as brilliantly. Reason is that only RCA Victor Phonograph-Radios are specifically designed to take full advantage of the wonderful improvements in Victor Higher Fidelity recording.

Not a luxury to be enjoyed by a comparative few is a fine RCA Victor Phonograph-Radio. RCA Victor Phonograph-Radios, with such features as automatic record changers, top-loading needle sockets, and crystal pick-ups are now available at extremely reasonable prices.

Good-looking, compact, RCA Victor table model phonograph-radios and

electric phonographs cost so little that anybody can own one! There is an end table model, the last word in convenience and smartness. A handsome console phonograph-radio, with many improvements, is the lowest priced automatic electric combination of this type ever offered by RCA Victor.

Among these RCA Victor Phonograph-Radios you'll find one that just suits your purse and taste. Hear them at your RCA Victor dealer's today! Let him tell you about generous trade-in allowances and modest terms.

For radio tubes, it pays to go "RCA ALL THE WAY!" First in metal—foremost in glass—finest in tone.



RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. S. T., on NBC Blue Network.

*Prices F.O.B. Camden, New Jersey, subject to change without notice.

RCA Victor

PHONOGRAPH-RADIOS

LISTEN...

to these outstanding Victor Records

- César Franck Symphony in D Minor
Leopold Stokowski, Philadelphia Orch.
Album M-300 **Price \$12.00**
- Brahms Symphony No. 1 in C Minor
Leopold Stokowski, Philadelphia Orch.
Album M-301 **Price \$10.00**
- Sentimental Ballads of Stephen Foster
Richard Crooks and the Balladeers
Album M-354 **Price \$7.50**
- Twelve Beloved American Songs
Nelson Eddy Album C-27 **Price \$6.50**
- A Symposium of Swing
*Benny Goodman, "Fats" Waller,
Tommy Dorsey, Bunny Berigan,
and their orchestras*
Album C-28 **Price \$5.50**
- Isolde's Liebestod (Isolde's Love-Death)
Kirsten Flagstad 8859 **Price \$2.00**
- Barbiere di Siviglia—Largo al Factotum
Lawrence Tibbett (Rossini)
7353 **Price \$2.00**
- Variations on a Theme by Haydn (Brahms,
Op. 56a) *Arturo Toscanini and the Phil-
harmonic Symphony Orchestra of N. Y.*
Album M-355 **Price \$4.50**

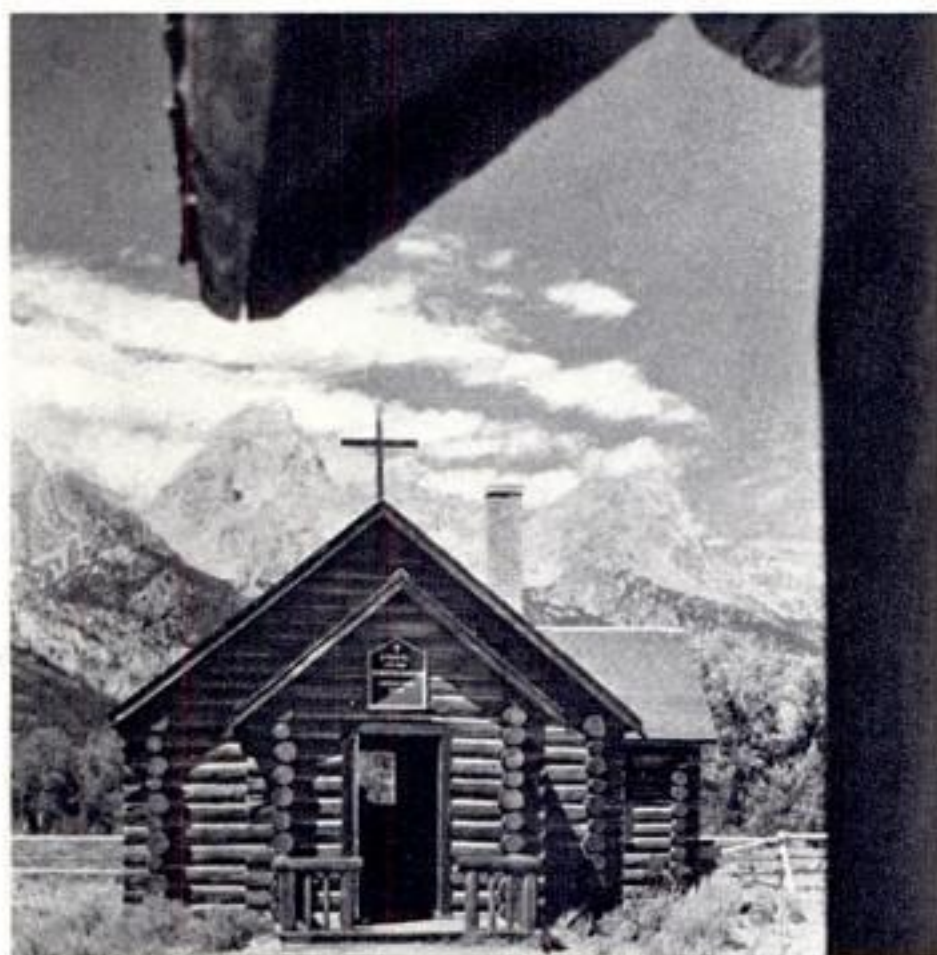


A SERVICE OF THE RADIO CORPORATION OF AMERICA



FACING THE CHAPEL'S FAMOUS ALTAR WINDOW, THE RIGHT REV. WINFRED H. ZIEGLER, BISHOP OF WYOMING, BLESSES THE SUNDAY OFFERING

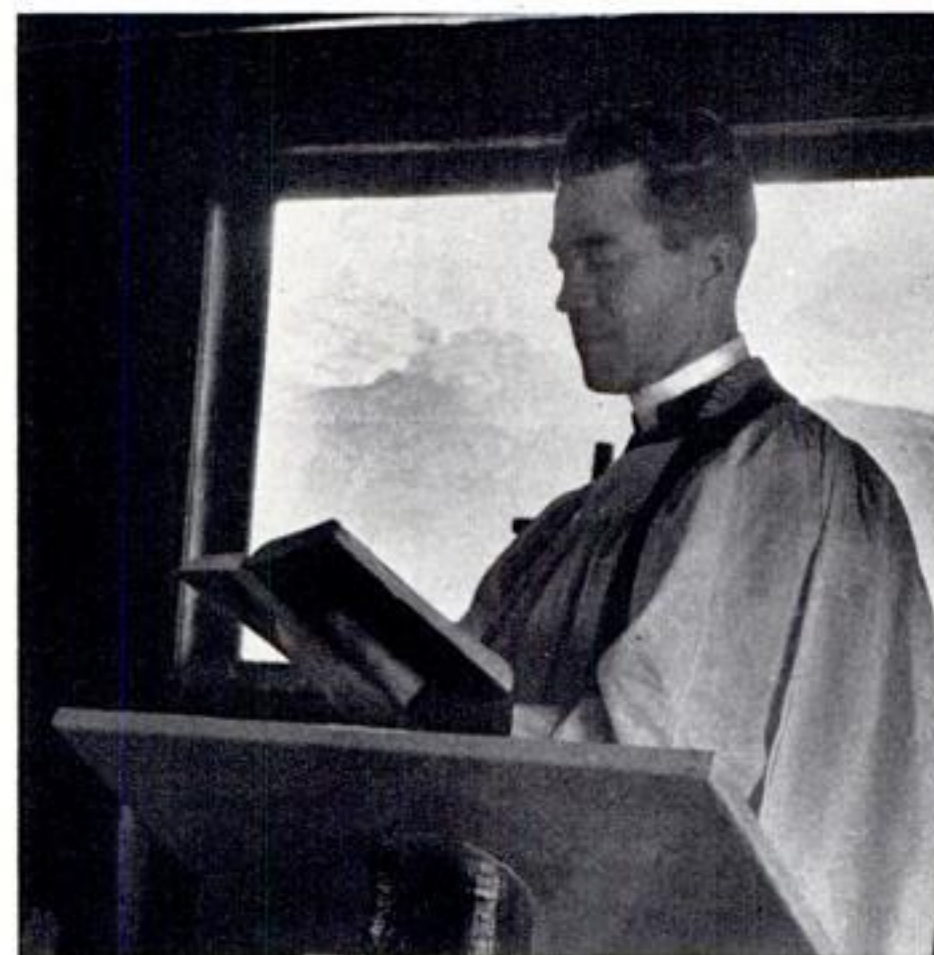
"A HUNDRED DOLLAR CHURCH WITH A THREE THOUSAND DOLLAR WINDOW"



Chapel of the Transfiguration remains open during summer months. Winters it is snowbound, 40 mi. from the railroad.

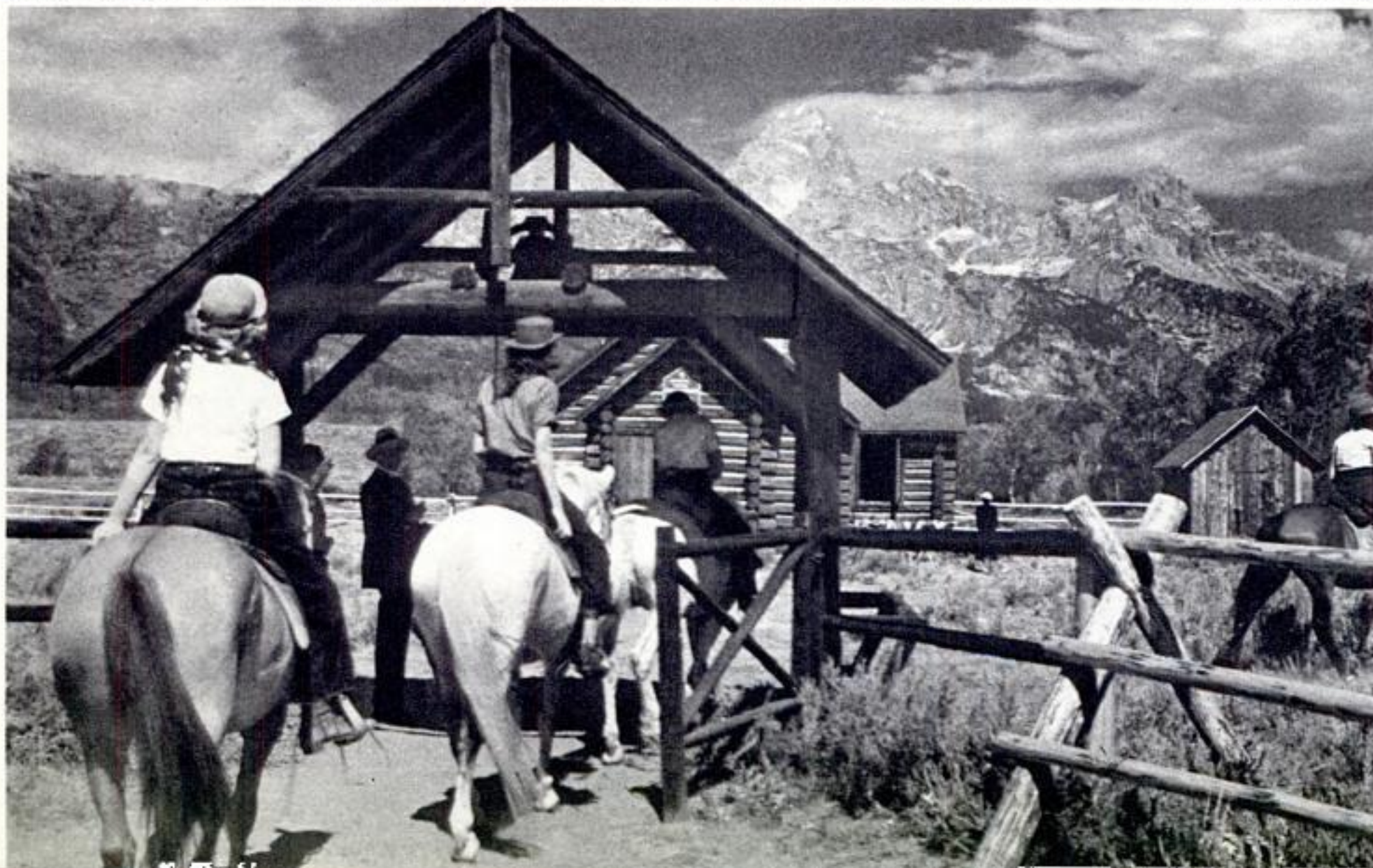
On Sunday mornings, parishioners of the Episcopal Chapel of the Transfiguration, Moose, Wyo., hitch their horses in the churchyard, jingle down the nave in spurred boots, cram the collection plate green with \$1, \$2 and \$5 bills. Neither cowboys nor cattle rustlers, they are socialite vacationists from the dude ranches of Jackson Hole.

Half a century ago the wild Jackson Hole country was a populous hide-out for horse thieves and cattle rustlers. Today part of it is included in Grand Teton National Park. The Chapel of the Transfiguration was built in 1914, is famed for its plate-glass altar window through which 8,000 week-day tourists last summer beheld a spectacular view of the spired Tetons (*above*). The Bishop of Wyoming owns a special fondness for the chapel since many visitors have told him their faith had been restored there through simple worship amid mountain grandeur. "The Chapel," says he, "has city churches all skinned."



Minister last summer was Rev. E. Lofstrom, 32, graduate of University of Minnesota and Nashotah Seminary, Wis.

MEMBERS OF THE CONGREGATION RIDE EVERY SUNDAY FROM RANCHES WHICH MAY BE THREE HOURS DISTANT TO THE CHURCHYARD CORRAL (BELOW)



CONTINUED ON NEXT PAGE



IN SOMBREROS, SWEATERS AND "LEVIS," DUDE RANCHERS PACK THE CHAPEL OF THE TRANSFIGURATION, JOIN LUSTILY IN EPISCOPALIAN ANTHEMS



HORSE-WISE MINISTER LOFSTROM ADMIRES A PARISHIONER'S MOUNT



SPURS OFTEN ARE HEARD TO CLINK BENEATH THE CROWDED PEWS

THE SERVICE OVER, BISHOP AND RECTOR GREET THE CONGREGATION



THE WORSHIPPERS UNHITCH THEIR HORSES, HEAD FOR DINNER

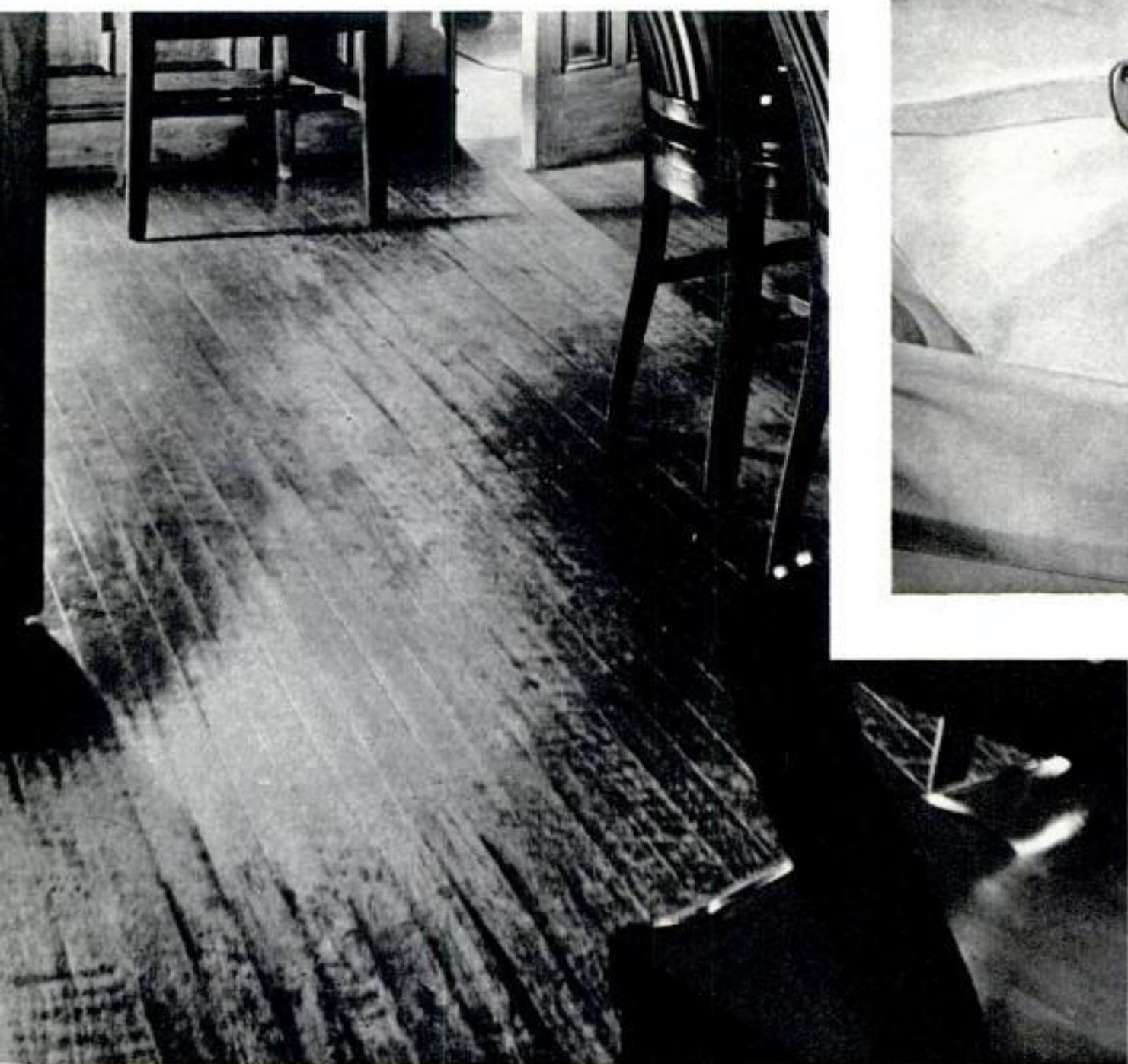


Advertisement



New Life . . .

Down long, shining hospital corridors at meal-time go the new babies to their mothers. Then back on schedule to scientifically run nurseries. Amazing progress has been made in modern hospitals, in the protection of these precious lives. And what about the shining corridors? What keeps them so clean and spotless? What protects them against the scuffing feet of nurses, doctors, visitors—against Floor Pox (ugly worn spots in heavy traffic areas)? Most often, Johnson's Wax.



NEW LIFE FOR OLD FLOORS

In this metropolitan hospital, though corridors were kept shining, the Director's room floor was neglected! Feet continually scuffing and grinding over its unprotected, *unwaxed* surface finally produced this ugly Floor Pox (above). Refinishing was necessary—but now the floor is Johnson-Waxed and there'll be no more Floor Pox here! (right). When you walk on wax, you save your floors.



"YOU START

The HYVIS "You Start or We Pay" guarantee speaks for itself. HYVIS Mileage-Metered Motor Oil is the **ONLY** oil that guarantees your motor will start at all temperatures, at all mileages. HYVIS backs this guarantee with actual cash . . . To make certain your car gets the advantage of correct oil *always*, use HYVIS Mileage-Metered Oils and Lubricants.

ASK YOUR DEALER HOW THE "HYVIS MILEAGE-METERED SYSTEM" MAKES THIS GUARANTEE POSSIBLE

for 3 -figure mileage . . .	[up to . . . 999]	use HYVIS 3
for 4 -figure mileage . . .	[from . . . 1000]	use HYVIS 4
	[to . . . 9999]	
for 5 -figure mileage . . .	[from . . . 10000]	use HYVIS 5
	[to . . . 29999]	
over 30,000 miles . . .	[from . . . 30000]	use HYVIS 6
	[to reboring . . .]	
(After reboring always count mileage as if car were new at that time.)		
REG. U. S. PAT. OFF.		



HYVIS

OR WE PAY"

The Broadest Guarantee
ever offered the Motoring Public

READ IT!

Fill in this side of card completely at time of purchase.

HYVIS EASY-STARTING GUARANTEE

SEASON 1937 - 1938

The use of Hyvis Mileage-Metered Winter Motor Oils in accordance with the Hyvis Chart eliminates ALL engine starting troubles due to oil. This guarantee supports that claim beyond question.

IF THE SERVICE MAN SAYS THE OIL IS AT FAULT, WE PAY THE CHARGES.

This certifies that we have drained the crank case of the car listed below and filled it with the proper quantity and grade of Hyvis Mileage-Metered Winter Motor Oil. If this car fails to start and the difficulty is attributed to the oil, Hyvis Oils, Inc., will pay the service man's charge up to \$2.50. Here are the only provisos:

1. Your word that you followed the Hyvis Mileage-Metered System.
2. The service man's word that the oil prevented starting.

If you ever feel you have a claim, fill in the other side and no questions asked.

Car Owner..... City..... State.....
 Street..... Speedometer Reading..... Date.....
 Address.....
 Car..... License No..... Hyvis No.....
 Quarts of Hyvis..... Hyvis Key Dealer Name.....
 Signed..... (This guarantee is void after April 15, 1938. A new guarantee should be issued whenever crank case is drained and refilled).

1620

TRADE MARKS REG. U. S. PAT. OFF.
Copyright 1937 HYVIS OILS, INC.

MILEAGE-METERED WINTER MOTOR OILS

A REAL FRIEND SHOULD
TELL HER...HER HANDS ARE
SMOOTH BUT **SMELLY**



I DON'T WANT TO HURT YOUR
FEELINGS...I WANT TO HELP
YOUR HAPPINESS



JUST SMELL THE HAND LOTION
YOU'VE BEEN USING...
IT SMELLS LIKE
KITCHEN SOAP



NEVER USE ANYTHING BUT
FROSTILLA IF YOU WANT
TO BE DAINTY AND LOVELY



LATER

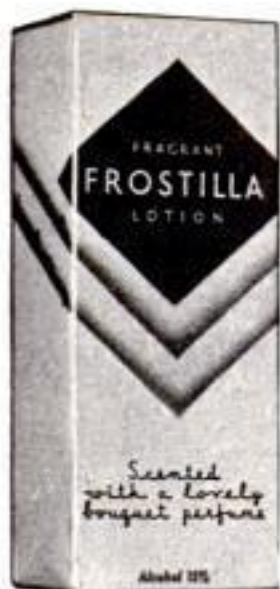
JOAN IS CERTAINLY
POPULAR NOW

SHE HASN'T
MISSED A
DANCE THANKS
TO **FROSTILLA**



FROSTILLA

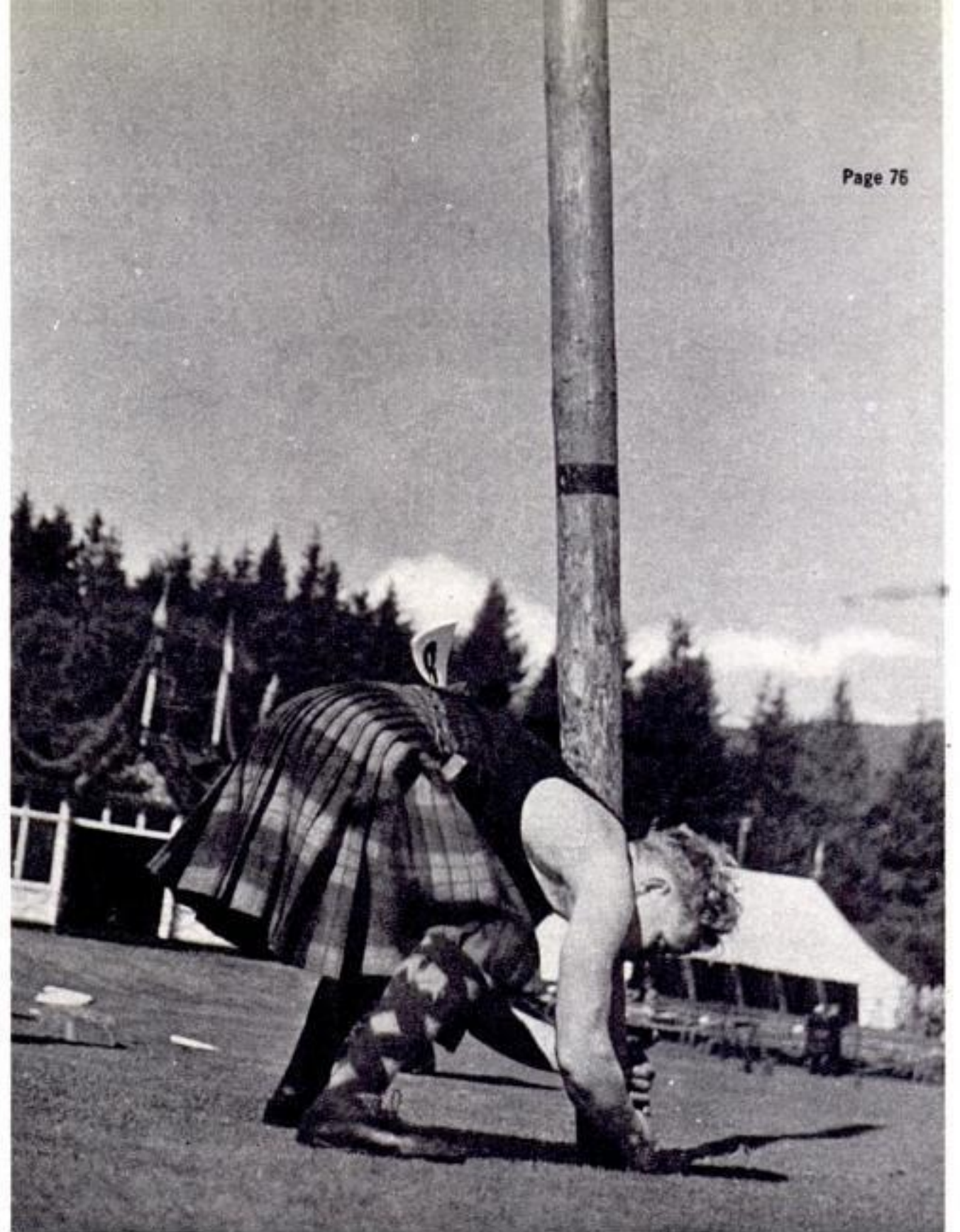
makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00
sizes throughout U.S.
and Canada. Travel
sizes at better ten-cent
stores.

Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and *increase* your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!

Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.



SCOTSMAN IN MACDUFF TARTAN GETS A GRIP ON THE CABER

A SCOT THROWS A TREE TRUNK

On Sept. 9, Scotsmen met in the deep highlands west of Aberdeen for the Braemar Gathering of the Clans. King George VI, who makes a great point of wearing the Balmoral tartan in Scotland, was a patron and present. On this page are shown the efforts of a Scot at Braemar to "toss the caber." The festooned pavilion in the background is the Royal Box. The idea of the caber event is to balance a trunklike pole by its tapering end, run some 20 yards with it and heave it into the air so that it lands on the big end and topples away from the thrower. In ancient times the Scots threw tree trunks. Prizes are in cash. Most popular competitions are Highland Fling and sword dances taught in all Scottish dancing schools.



HE LIFTS CABER BY SMALL END



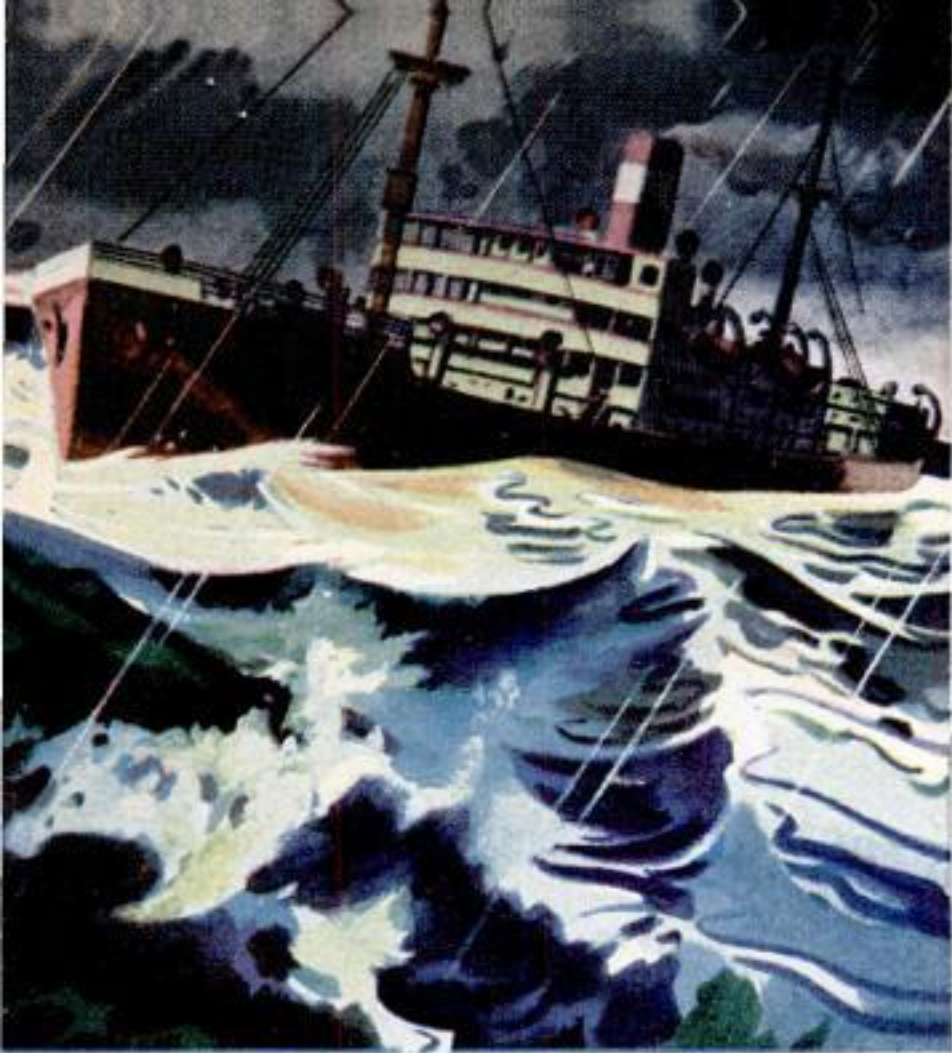
HE BREAKS INTO A RUN



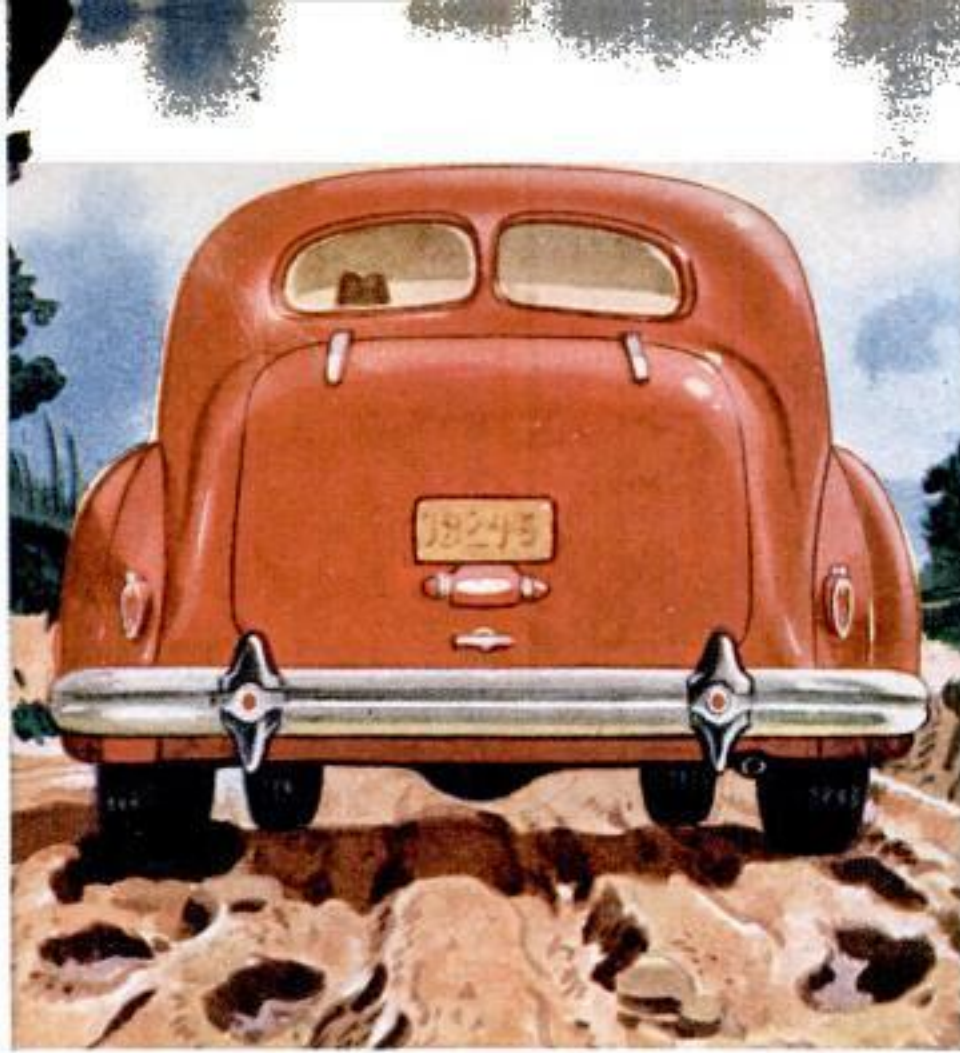
HE STOPS AND FLINGS



THE CABER FOR A BAD THROW



The new 1938 Packard Six and Eight give you the gentlest ride ever built into a motor car. They actually make smooth roads seem smoother—smooth out rough roads as oil smooths out a rough sea.



Packard has named this unbelievably gentle ride "The Complete Safe-T-flex Ride." A revolutionary Packard improvement in the rear suspension gives, in effect, the superb riding qualities of independent wheel suspension to the rear wheels.



Because of this new rear suspension, these Packards round curves as though they ran on rails, like a train. They hug the road as though they were grooved there. They bring you, in short, the greatest advance in safety since the advent of four-wheel brakes. And this is an improvement you will find in no other car.



These three couples can ride in a new Packard Six or Eight and not be crowded or mussed. There's ample leg, shoulder and arm room. Packard bodies are far wider this year. And the wheelbases are longer by seven full inches. The Six has been increased from 115 to 122 inches. The Eight (formerly called the Packard 120) has been stepped up from 120 to 127 inches.



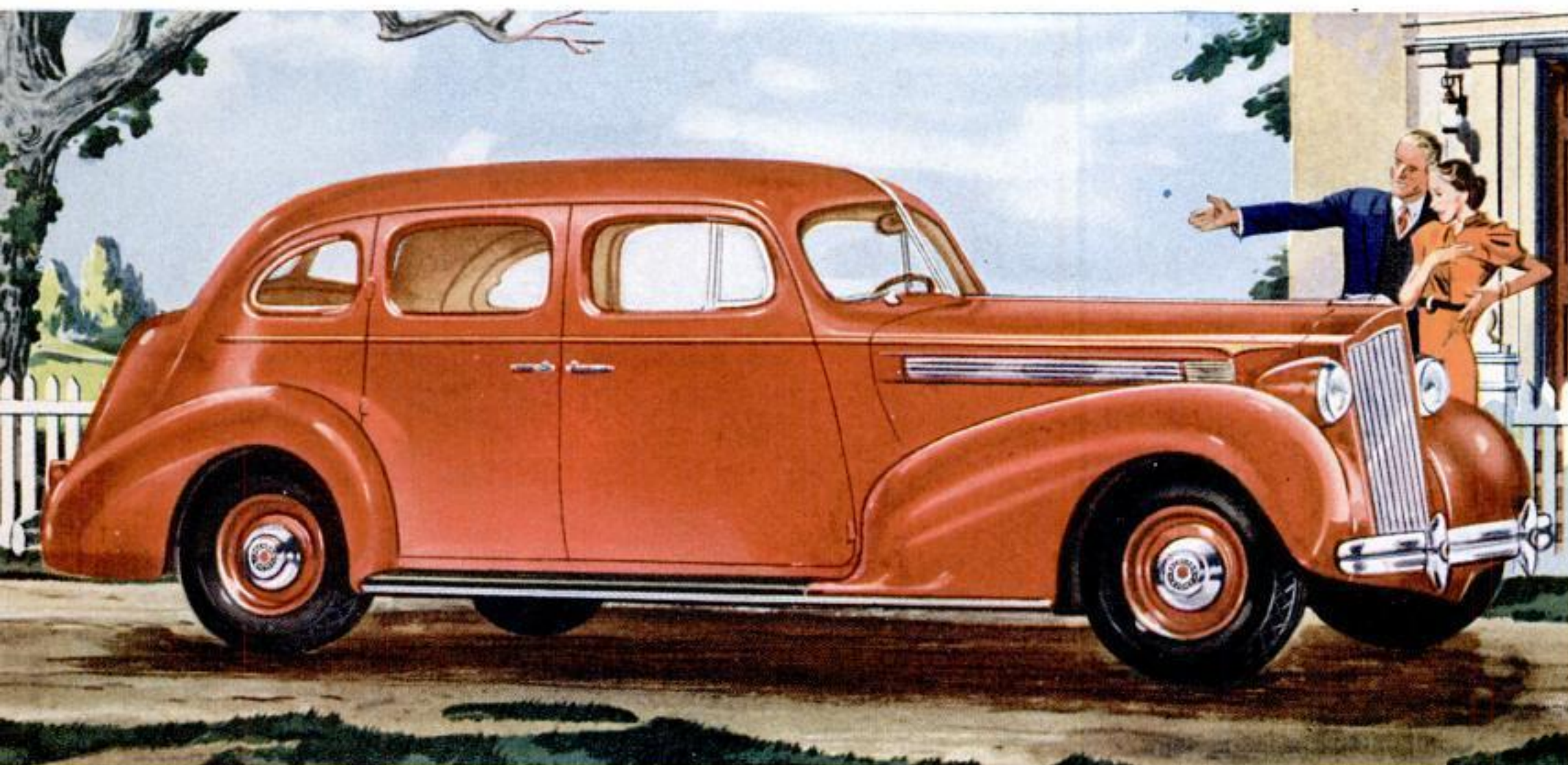
What? Will all this luggage go into the trunk of one of these new Packards? Yes, and with room to spare. The new greatly enlarged Packard trunks can swallow up an astonishing amount of luggage . . . and challenge those of any other car for roominess.



Greater quiet has been the objective of a three-year Packard search. Working closely with a great University, Packard has solved the problem of eliminating noise. Result: the first really quiet all-steel body with an all-steel top!



Even more economical than ever! Example: you need lubricate these new Packard chassis only twice a year. If you lubricate your Packard when the birds fly north, you can forget it until the birds fly south again!



The man who buys a 1938 Packard will unquestionably buy it license plates for several years to come. For only a Packard has two lives: long mechanical life and long style life. This year's Packards are as modern as next Easter's hats, yet they retain the famous, well-loved Packard lines. A Packard stays smart, stays looking like a Packard, makes you *want* to keep it longer.

Best of all, if you can afford any new car you can afford a Packard. For proof, see your nearest Packard dealer. Take just one revealing ride. And discover that your old car will probably cover the down payment on a Packard . . . that you can arrange for convenient monthly payments on the balance. Do these things, and you won't rest till you own a Packard.

Each Tuesday night at 9:30 E.S.T. over the NBC Coast-to-Coast Red Network, Lanny Ross and Charles Butterworth have as their guest one of the topmost stars of radio, stage or screen. Don't miss Packard's big star-studded full hour show.

1938 PACKARD SIX & EIGHT*

**Formerly called the Packard 120*

ASK THE MAN WHO OWNS ONE



TIMELY



CLOTHES

Timely Climateer

THE PERFECTED ALL-WEATHER TOPCOAT

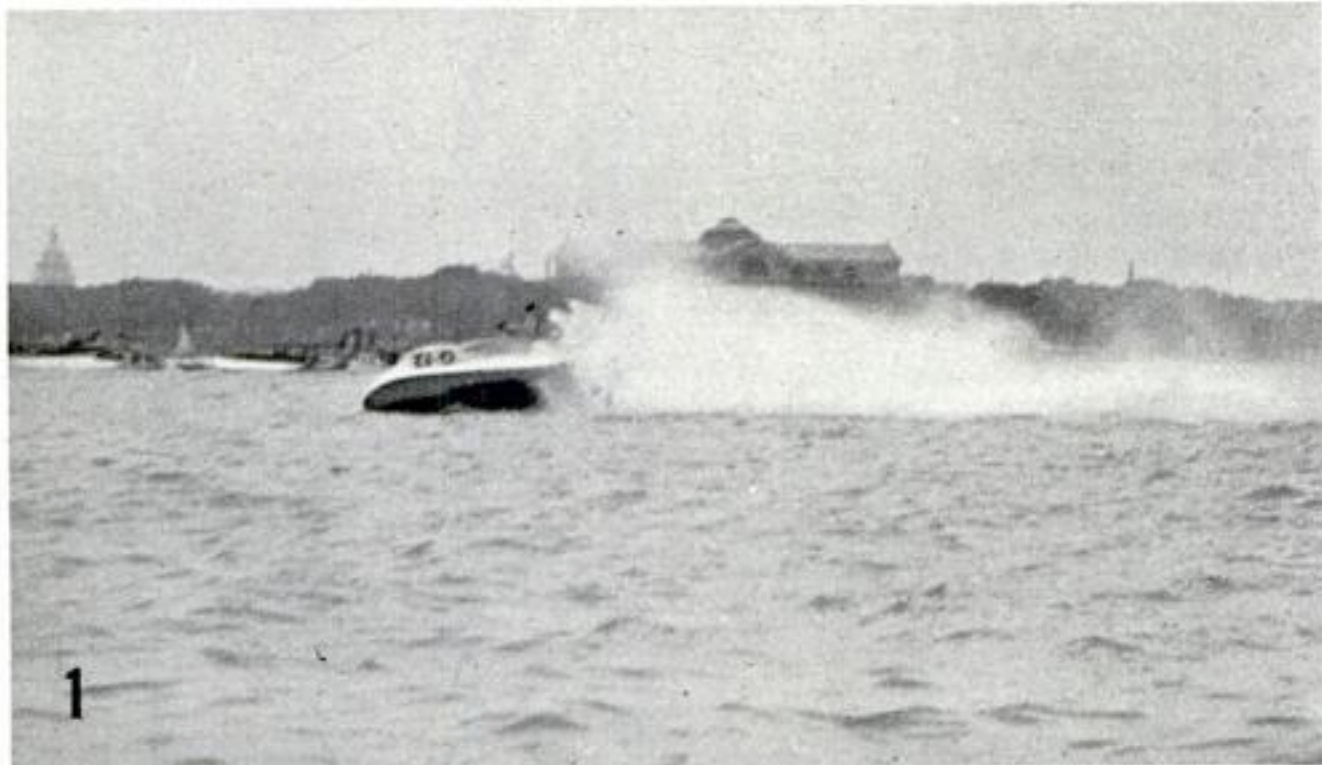
A triumph of fabric research by the world-renowned Kenwood Mills - CLIMATEER, the ideal year-round-weight topcoating for men, loomed exclusively for TIMELY CLOTHES. Richly lustrous, remarkably soft and warm, unusually water and wear-resistant, Climateer braves all wear and all weathers! Tailored with zealous care by generation-skilled Timely craftsmen — and priced for widespread acceptance! Timely Clothes retail from thirty to fifty-five dollars. See Climateer at your dealer, or write us direct. Address Dept. L for new-type Timely Wishbone Hanger, sent free on receipt of ten cents for carriage costs.

TIMELY CLOTHES • ROCHESTER, NEW YORK



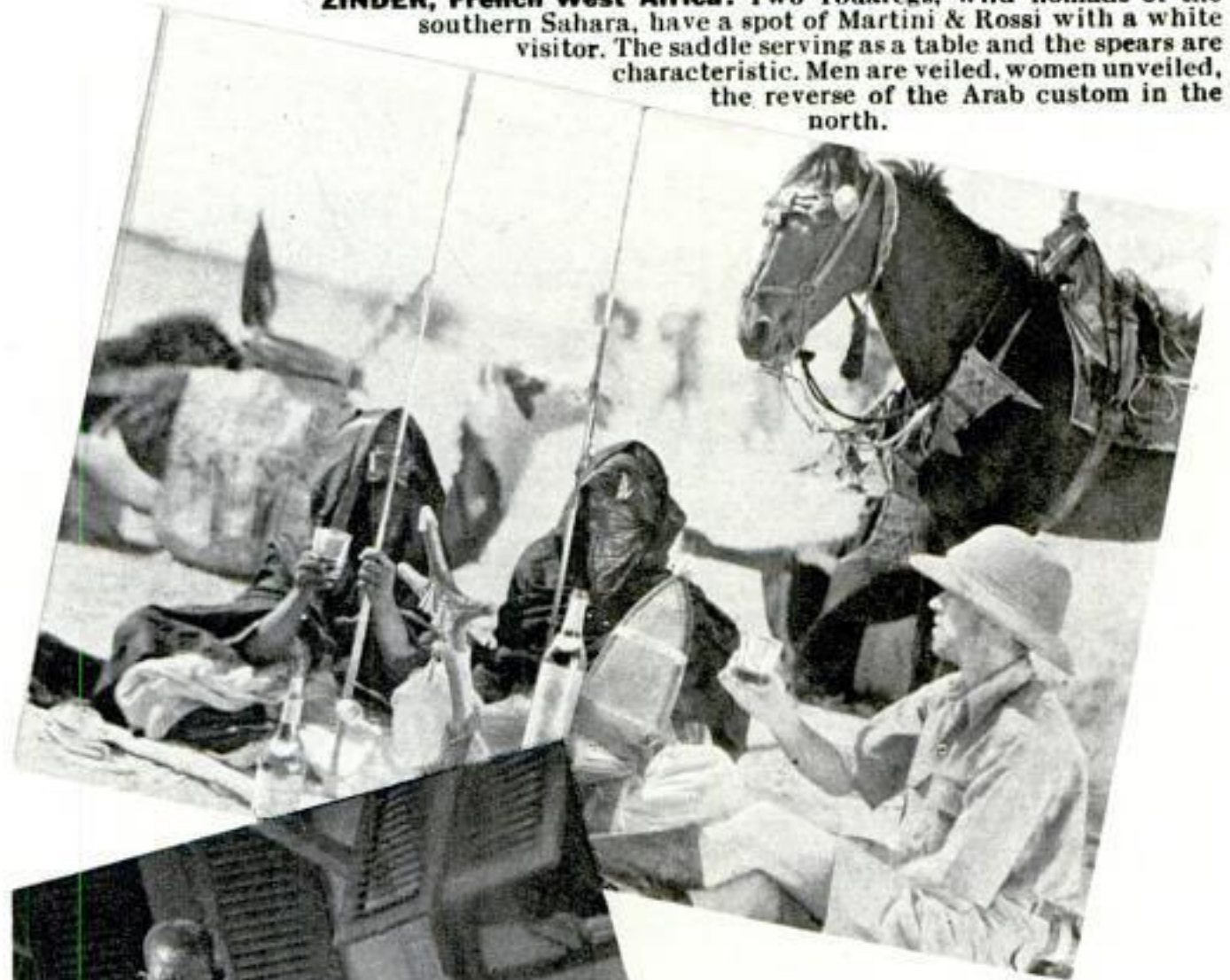
CHINESE SUICIDE BOAT SINKS IN U. S. RACE

Entered in the President's Cup motorboat race on the Potomac Sept. 25 and 26 was Jack Rutherford's *Juno* (above). Built in New Jersey for China's "suicide" torpedo fleet, *Juno* was sold to Rutherford. *Juno* won the first heat. Leading in the second heat, *Juno* lurched (below, 1), flopped over as *Notre Dame* shot ahead (2), sank as pilot and mechanic were saved (3). Cup winner was *Notre Dame*, also winner of Gold Cup (LIFE, Sept. 20).



Guess what Africa drinks! [AND HOLLYWOOD]

ZINDER, French West Africa: Two Touaregs, wild nomads of the southern Sahara, have a spot of Martini & Rossi with a white visitor. The saddle serving as a table and the spears are characteristic. Men are veiled, women unveiled, the reverse of the Arab custom in the north.



ALGIERS: (below) Two Arabs of the better class refresh themselves with Martini & Rossi in a hotel garden. In northern Africa—as well as the rest of the world—Martini & Rossi is the favorite.



FORT ARCHAM-BAULT, Equatorial Africa: (above) Ubangi, with wooden plugs in upper and lower lips, serves white guest some delicious M.&R. to drink with seltzer.



HOLLYWOOD BOULEVARD: The two men enjoying their Manhattans in this famous restaurant named after a hat, are not sightseers come to peek at the stars but are studio technicians. Martini & Rossi is standard for Manhattans but to make doubly sure they specify it.



Alco. by Vol. 15.95%

Alco. by Vol. 18%

The sun never sets on
MARTINI & ROSSI
VERMOUTH

Sole Agents for U. S. A., W. A. TAYLOR & COMPANY, New York

Another Victim of "WASHROOM INFECTION"

"I'M KEEPING HIM
HOME FROM SCHOOL
TODAY"



ONLIWON PROVIDES AN EXTRA FACTOR OF SAFETY AT NO EXTRA COST

A wide variety of illnesses, from light colds to serious diseases, may be traced to old-fashioned, unsanitary public washrooms. That's why doctors recommend Onliwon Towels as an extra precaution wherever a number of people must use a common washroom. In schools, hospitals, hotels, and office buildings all over the country, the Onliwon Cabinet is recognized as a symbol of health and cleanliness. Here's how Onliwon protects you!

Each towel is guarded under lock and key from dust, dirt and promiscuous handling. There are no levers to pull, buttons to push, or any other gadgets which must be handled by everybody's wet or dirty hands. Yet there is always a clean, fresh towel ready for instant use. Onliwon Towels are actually more economical, too. The remarkable absorbency and extra size of Onliwon Towels make it possible for one to do the work of several ordinary paper towels. This eliminates waste and makes washrooms easier to keep clean.

It will pay you to find out about the health-guarding and money-saving features of the Onliwon service. Call your local A.P.W. distributor, or write to A.P.W. Paper Co., Albany, N.Y.

A.P.W.

Onliwon Towels

HOW ONLIWON TOWELS PROTECT YOU



DOUBLE-FOLDED
to dry hands and
faces quickly.



INTER-FOLDED
for fool-proof
operation.



PROTECTED
by locked, sanitary
cabinets.



Buy a chrysanthemum, if possible a giant bloom like the one on the girl to the right for football dates. Rose corsages (girl, at left) are too sissy for sports.

FLOWER STYLIST ADVISES MEN & GIRLS

Telegraph orders for \$7,000,000 worth of flowers will be sent this year to all parts of the world, according to Charles H. Grakelow, chairman of Flowers by Telegraph convention held recently in Philadelphia. Funeral offerings (sprays favored over wreaths) will account for 35%, corsages 25%. Mrs. Bert Schiller McDonald, chief stylist, flayed men for lack of imagination. They buy red roses, gardenias, orchids. She presented, at a mammoth style show, 75 types of corsages women would like men to buy.



Flowers in the hair will be tickling many a man's chin at dances. Advice to girls: wear hair simple, flowers high. Advice to men: sharp bites are best defense.

CONTINUED ON PAGE 82

MOTORISTS OF 1960

Advertisement

WILL LOAF ALONG AT 50—RIGHT THROUGH TOWN

"COMPLETE separation of traffic moving at three different speeds will end today's confusion in 'the City of Tomorrow,'" predicts Norman Bel Geddes, authority on future trends.

"Driving 10 blocks or more, you'll use Express Streets allowing speeds up to 50 miles an hour. No stoplights . . . no intersections.

"One-way Local Streets will be made wider by the elevation of sidewalks . . . elimination of parked cars and loading trucks. Pedestrians will walk, shop and cross streets at the second-story level. Truck loading and parking facilities will be inside buildings . . ."



Today 4 miles in every 5 are Stop and Go—the most annoying kind of driving, the most *wasteful* of gasoline. Nation-wide the average motorist stops 30 times a day. Only 3 stops can waste enough gasoline to drive one mile.



Automotive engineers call Super-Shell "motor-digestible," so quickly, so completely is its high-energy content converted into power at all speeds. The regular use of Super-Shell will cut the cost of stop and go. There is a Shell dealer near you.



Copyrighted material

Life Begins At 40



20 Years Older
—NEVER Know It!

Today—for the First Time in History—You can Expect More from Life After 40 than Before

YOU are living in a new world. Work that used to be done by hard, muscular labor *now* depends on the skill of fingers on a machine, and on keenness of mind. Your body is saved from exhausting wear. You are *still young at 40*—physically and mentally.

The new "young people" of 40 don't resign themselves to discouraging conditions, or to taking a back seat!

Take Inventory and Start Going Ahead Again . . . In the mentally competitive world of today—the man of 40 is more competent, more resourceful and better

poised than in his youth.

This is the time for you to take inventory. It is the time to reconsider the goals towards which you have been working. If you have plenty of energy on tap—as you should have—now is the time to go after what you want most. AND GET IT!

You Can Gain New Happiness —THESE People Did



Henry T. Adams
—Income bigger

Had Slump—Then Struck Faster Pace

Dear Life Begins:

I am 41. I no longer just work with figures. I have learned what these figures mean.

But I nearly lost my job some months ago, because of physical incompetence.

My trouble started with constipation. Then my stomach went bad. Distress, headaches were constant.

I could not concentrate. A doctor said intestines and stomach tend to become less active—and put me on Fleischmann's Yeast to strengthen the digestive organs. Soon my headaches and indigestion cleared up.

This slump was a turning point. Since then, I have done the best work of my life—and received a substantial salary increase.

Henry T. Adams.



Mrs. Catherine Dorry
Success Came at 46

From Linen Room Worker to Hotel Housekeeper

Dear Life Begins:

Sixteen years ago I had to start supporting myself and young daughter. I got a job in the linen room of a hotel.

A few years ago, I could not do a good day's work.

I was run-down, suffered from indigestion and heartburn. Another hotel employee told me Fleischmann's Yeast makes the stomach work better.

I have eaten yeast regularly. For it stopped my stomach trouble. Years seemed to fall away. I became brisk, businesslike.

The management noticed the difference and made me housekeeper. It is a small, homey hotel and I am in contact with the guests. This is an enjoyable life. I not only have more income than before—but I have broader interests and more important work.

Catherine Dorry.

An Early Sign of Aging is Slower Digestion

In most people the gastric juices begin to flow less freely around 40—and have weaker digestive action.

Don't let this slowing down get worse until it interferes with your activities. Give the digestive system special aid.

Increasing as it does the quantity of the juices and strengthening their digestive power, Fleischmann's Yeast is an important aid to people of 40 and over.

In addition to this digestive stimu-

lation, there is the tonic action of 4 vitamins in Fleischmann's Yeast. A generous supply of these 4 vitamins is provided—and each one has its particular part in keeping the body strong and well.

Give your system this extra help. It brings to almost anyone over 40 new health and self-confidence.

Eat 3 cakes of Fleischmann's fresh Yeast regularly every day—one cake ½ hour before each meal—plain or dissolved in water.

\$25 WILL BE PAID FOR LETTERS of success after 40—so helpful to others we wish to print them. If you can truly credit to Fleischmann's Yeast some part of the health that made your success possible—write us—enclosing your picture. Life Begins, 420 Lexington Avenue, New York.

Copyright, 1937, Standard Brands Incorporated

Flower Stylist's Advice (continued)



Perfect arrangement of roses with height in centre, mass at base, grace at side.



Slapdash arrangement of same roses as at left with flowers plunged into vase.



Correct way to wear corsages is with the flowers looking up towards the face.



Wrong way to wear corsages is with flowers pointing down, in drooping position.



Good grouping of fall favorites, with light yellow tints high, deeper shades low.



In a hospital the same flowers are usually manhandled in this sloppy fashion.

Orchids at the waist, exclusively for the slim and the beautiful, (see below).

Having no waistline, obliging Mrs. Schlecht shows how not to wear orchids.



"Make it Ethyl - we don't want to miss the kick-off!"

You save time in starting and time on the road with the new winter gasoline which oil companies are putting in their "Ethyl" pumps.

It is their "first grade" motor fuel, highest in anti-knock because it has more anti-knock fluid (containing tetraethyl lead) than you get in the best "regular-grade" gasoline.

Double-tested, by your oil company and the Ethyl laboratories, this new cold-weather Ethyl will give you 100% performance from your high compression engine, savings on gas and oil by preventing harmful knock, a better run for your money all winter long.



Look for this emblem on the base or globe of every Ethyl pump. It means best-grade gasoline.



NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

A Job that's

SAFETY FIRST—
friendliness too!

DO YOU KNOW

—that the American railroads purchased or built and placed in service 1,369 locomotives, 171,365 freight cars and 3,876 passenger cars during the years 1930-1936?

—that they relaid 115,130 miles of steel rail in the same period, replaced 326,335,047 cross ties, built 900 miles of new main track and 3,500 miles of yard track and sidings?

—that more than 8,000 passenger cars were air conditioned during these same years?

—that the total spent during this time for additions and improvements to equipment, roadway and structures totaled \$2,205,666,000?

—that these improvements were accomplished while paying \$1,973,163,149 in taxes to Federal, State and Municipal governments, and wages of \$12,574,305,917 to railway employees?

never Finished



FEW of us realize how true it is that a railroad is never completed.

Spectacular new trains, mighty locomotives, air conditioning, are only steps in a process of improvement that's *continually* going forward.

You can see it in the way the railroads do their job and the equipment with which they do it.

Freight moves fifty per cent faster, for example, than it did a few years ago.

Passenger trains are faster and smoother.

Service of all sorts is more dependable, more complete.

Light bridges have been replaced with stronger ones.

Thousands of miles of heavier rails have been laid.

Curves have been straightened out; grades have been cut down.

Without these improvements and the

thousands of others which the railroads have made year by year, they would never have achieved their spectacular advance in service, in dependability, in speed, and in safety — the things that make railroad transportation the bargain it is today.

This steady march of progress cannot be continued if the railroads are burdened with laws and regulations which increase their costs of operation, or which handicap them in fair competition for business.

Only if railroads have equality of treatment and opportunity for adequate earnings, can the progress, which is so vital not only to the railroads but to industry, agriculture, all of us, be continued.



"THE BEST IN THE WORLD"

"Starting at scratch a little more than a hundred years ago the railroad industry in this country has grown to over 243,000 miles of road—with about 6 per cent of the world's population we have 30 per cent of its railroads.

"Not only have these railroads been created, spanning the country from coast to

coast, but as the years have passed, tracks and roadbeds and curves and grades, bridges and stations, and the rolling stock and equipment have all been steadily improved. They have kept abreast of inventions and improvements and today I believe we have the best railroad transportation service in the world."

From a recent address by PHILIP A. BENSON, President
Dime Savings Bank, Brooklyn, N. Y.

ASSOCIATION OF
AMERICAN RAILROADS

WASHINGTON, D. C.



FINISH OF A DRIVE. In golf, the hips and the torso do the heaviest work. But flexibility of every muscle is essential. The least rigidity of the finger, wrist, forearm or leg muscles will spoil the player's stroke.



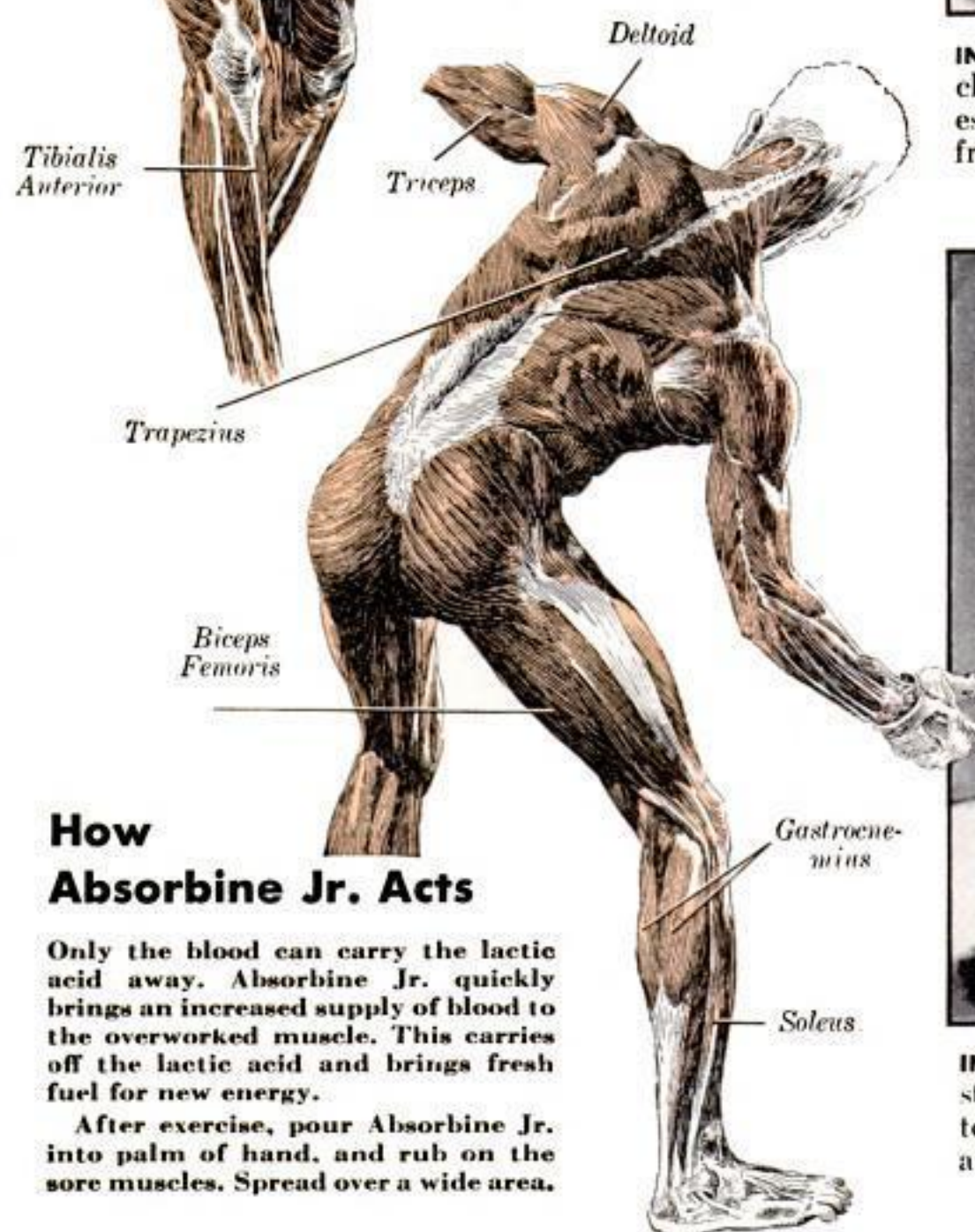
FREEDOM OF ACTION of all muscles is essential in bowling . . . but back and shoulder muscles must do superlatively smooth, even work for the ball to swing in perfect rhythm with the body movement.



Man's Muscle Mechanism Explains Day-After Stiffness

Every muscle consists of a bundle of muscle fibers interspersed with connecting tissue. This bundle of muscle fibers is itself covered by a sheath which cannot expand.

After exercise, lactic acid settles in the muscles themselves. Fluids filter in. The muscle swells and presses against its sheath. This is the cause of the pain and stiffness you feel.



How Absorbine Jr. Acts

Only the blood can carry the lactic acid away. Absorbine Jr. quickly brings an increased supply of blood to the overworked muscle. This carries off the lactic acid and brings fresh fuel for new energy.

After exercise, pour Absorbine Jr. into palm of hand, and rub on the sore muscles. Spread over a wide area.



IN TENNIS, stomach, right shoulder, arm and foot muscles do the important work. Free movement of all is essential. "Tennis elbow" is nothing but muscle strain from too hard or cramped a swing.



IN HANDBALL, arm and shoulder muscles are in constant service. To avoid soreness, players are advised to "warm up" gradually. Absorbine Jr. should be applied on hands, arms and shoulders *before* the game.

Top Flight Men on Saturday —but they Creak on Sunday

Physiologists Explain Day-after Pains and Stiffness: Lactic Acid—Fluid Infiltration—Edema. How Absorbine Jr. relieves these symptoms, keeps muscles limber for Second-day Triumphs.

IT'S A COMMON EXPERIENCE, whatever your sport!

All week, you hard'y use a muscle! Then you give them a grand workout on Saturday. But Sunday, you can't understand it—your game has dropped off terribly!

There's a simple physiological fact behind it.

All muscular exercise produces toxic waste matter in the muscles themselves. Notably, lactic acid. As this lactic acid accumulates in the muscles, fluids filter in. The muscles swell. They become sore and stiff. No matter

how you try, they cannot give the same sensitive performance. But it's easy to clear these waste products away—with Absorbine Jr.

Relief this way

Absorbine Jr. has the ability to bring blood quick'y to tired muscles. As the blood circulates through the muscle fibers, it carries off the lactic acid lodged in them. More, it brings fresh energy to the muscles! Stiffness is avoided. Muscles stay limber, responsive for next day's play.

Use 2 or 3 times a day

Rub Absorbine Jr. on the sore muscles right after exercise. Spread over a wide area—the wider the better. Follow it up with 2 or 3 more applications. It gives relief wherever there is pain or soreness.

Absorbine Jr. is antiseptic, cooling, soothing. Not oily. And pleasant to use. Professionals, trainers and coaches have used it for 40 years. W. F. Young, Inc., Springfield, Mass.

ABSORBINE Jr.



THE ARMY'S "FLYING FORTRESSES" GET A BIG BROTHER



Six "Fortresses" flew over New York during the Legion convention in a mass demonstration of the Army's new air offense fleet, the Boeing YB-17 bombers. The Army now

has 13 of these "Flying Fortresses," each capable of dropping one ton of bombs 3,000 miles away, defending itself by machine-guns fired from a turret (on the nose) and four "blis-

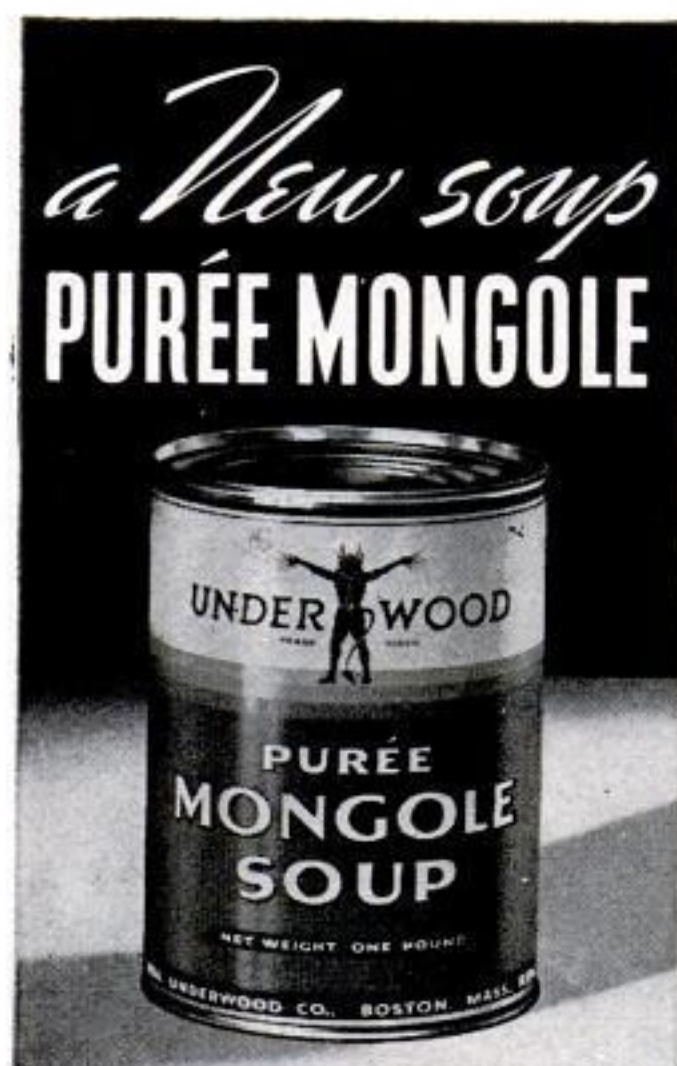
ters" (top, bottom and sides). They are flying over lower Manhattan. Easy targets would be the Brooklyn and Manhattan Bridges, spanning the East River to Brooklyn.



The mightiest warplane ever built, the XB-15, was wheeled out of the Boeing plant at Seattle on Sept. 27, put through its ground tests. A "big brother" of the "Flying

Fortresses," it weighs 20 tons to their 16, has a wing-spread of 150 feet to their 105 and six machine-gun placements to their five. The Army expects it to fly higher than

any other bomber, carry more than a ton of bombs. It is the only military airplane in the world which contains sleeping quarters for a crew of 9, lavatory and kitchenette.



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:

PURÉE MONGOLE

A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

BLACK BEAN SOUP

Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon. . . . Some gourmets add a dash of sherry.

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders—Fish, Clam and Quahaug—all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-1011

Please send me items marked below
for which I enclose amount indicated:

BLACK BEAN SOUP	16-oz. can	17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

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RADIO PIONEER BECOMES MAJOR GENERAL

Lieut. Mauborgne fathered Plane-Ground Radio

Twenty-five years ago Lieut. Joseph O. Mauborgne made a name for himself in the U. S. Army Signal Corps by devising a radio transmitting set to be used in an airplane. With its aid, two fellow officers flashed the first message ever received from a plane in flight. Two years later, Lieut. Mauborgne perfected two-way communication between plane and ground. On Sept. 30 of this year Radioman Mauborgne, already a colonel, was promoted to the rank of major general and made Chief Officer of the Signal Corps. He will have charge of all Army communications by radio, telephone and telegraph, along with the custody of 500 carrier pigeons.



A quarter-century ago, at Fort Riley, Kan., two Army fliers took off in a flimsy, skid-landing airplane (above) with a wireless transmitting set designed by Mauborgne. On the ground, Mauborgne (right, below) received signals from the plane.



TALL STORIES

AND GOOD PHOTOGRAPHS TO PROVE THEM



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What a disappointment to miss entirely, or get an indistinct, poorly-exposed picture of your proud self with that six-pounder! But that need happen no more. You can preserve all the evidence . . . and all those exciting days . . . with sharp, perfectly exposed photographs. Just use a WESTON Exposure Meter, every time you use your camera. Quickly point it at the scene, in or out-of-doors, and it gives you the exact camera settings to use . . . for any kind of camera or film. Used by photographers everywhere. Insures perfect pictures every shot. See this compact Meter at dealers', or return coupon to-day.



Weston Electrical Instrument Corporation
630 Frelinghuysen Ave., Newark, N. J.
Send literature on WESTON Exposure Meter.

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Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



GET A DEMONSTRATION

at your dealers or order on 10-Day Money-Back Trial. \$10.75 and up postpaid. 3 Accessories Free. Catalog Free.

Chicago Wheel & Mfg. Co., 1104 W. Monroe, Chicago

A NAME



MANUFACTURERS OF FINE FURNITURE FOR OVER 60 YEARS

Sold Through Furniture Dealers



TOUCH TUNING

*Gives you the station you want
— at the touch of a finger*

TOUCH TUNING

*now offered at sensational
low price*

Your General Electric Radio dealer now has on demonstration a brand-new G-E Touch Tuning model (F-96) at a sensational new low price. Now you can enjoy the luxury of Touch Tuning at a price no greater than you would pay for a good conventional hand-dialed radio. Stop in at your dealer's and try G-E Touch Tuning for yourself. He will gladly arrange a liberal trade-in allowance for your old set—and easy monthly payments.

NOW you can forget all about fiddling with dials. The new General Electric Radio actually tunes itself without your twisting a single dial. At last radio becomes completely electric—completely automatic! Just press a button—that's all!

The new General Electric has 16 push buttons—*S-I-X-T-E-E-N!* A separate button for each of your favorite stations. Buttons are plainly marked with station call letters. You pick your station by merely pressing a button.

And silently, instantly, and automatically your program comes in tuned to hairline precision.

There is one best in everything. G-E Touch Tuning is the highest development yet attained in completely automatic tuning.

18 Super Value G-E Models to select from

Beautiful new console models, personal radios, armchair radios, from \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. S. T. NBC RED NETWORK

Are Your Eyes SAFE-DRIVING EYES?



DEATH NEVER TAKES A HOLIDAY ON THE ROAD

Speed, speed, speed. And the toll of those killed and injured rises higher day by day.

Far too many of these fatalities are caused by defective vision—by eyes wearied by the flying panorama of traffic—by eyes that fail to see the peril until too late. That is why state after state is requiring eye examinations for those applying for Driver Licenses.

Are YOUR eyes safe-driving eyes — are they able to guide you safely, surely, under all conditions—or do they falter at that crucial moment that would prevent the crash?

Don't take chances—be SURE your eyes are safe for driving. Consult an Eye Physician (medical doctor) and if glasses are necessary have the prescription accurately filled, the glasses correctly positioned by a craftsman —by a Guild Optician. This is "The Safe Way."

Guild Opticians

Are Recommended by Physicians
for
DEPENDABLE GLASSES
AT ECONOMICAL PRICES



FREE

...send for authoritative booklet about your eyes and the name of the nearest Guild Optician.



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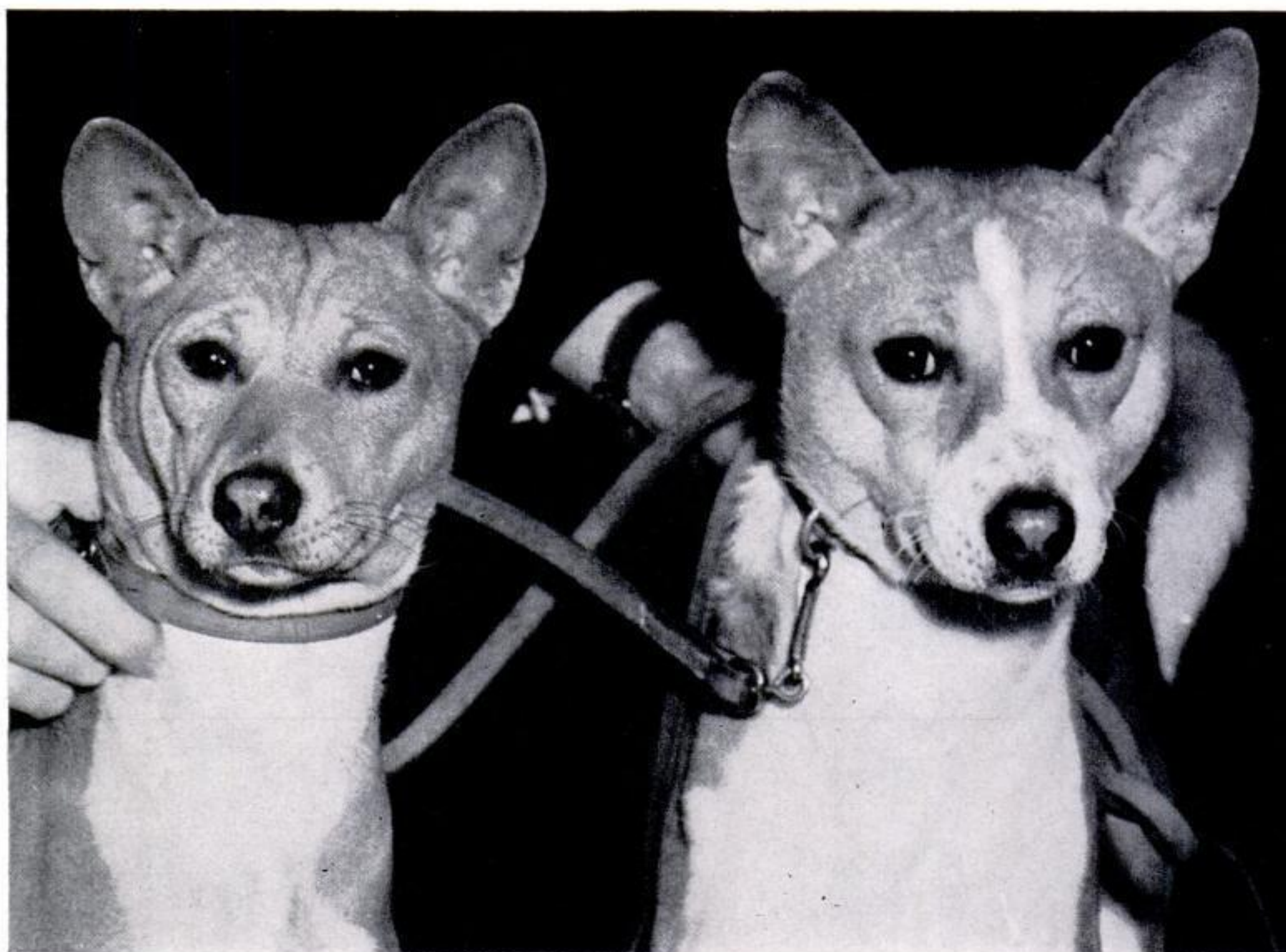
Guild of Prescription
Opticians of America
705-6 Bailey Bldg., Philadelphia, Pa.

Kindly send me booklet on "EYES".

NAME _____

ADDRESS _____

BERENGARIA BRINGS BARKLESS BUSH DOGS TO U. S.



Most interesting passengers landed by *S.S. Berengaria* in New York on Sept. 28 were the two dogs shown here. They are called Basenji dogs and are remarkable because they never bark. Most they ever achieve vocally is a low growl when angry and a thin, eerie whine when bored. "Basenji" means "bush dog." In its native Belgian Congo, the Basenji is a great

hunting dog. When hunting game, natives tie gourds to a Basenji's loin so they can follow its silent stalking. The dogs are 18 inches high, have short-haired chestnut coats with white markings. This pair, first imported to the U. S., was brought in by B. Hamilton Rogers (*below*) who expects them to thrive and, being barkless, become popular apartment-house pets.



Be prepared FOR BAD WEATHER

You can laugh
at rain, cold
and wind.....
when you wear



THIS FAMOUS JACKET

Are you one of the men who has never felt the cozy comfort of a Brown's Beach Jacket? If so, you'll be delighted in its warmth and wear; its soft wool fleece construction which keeps in body warmth and keeps out rain, wind and cold. The special elastic weave cannot rip or ravel—won't "bind" the arms. Famous sportsmen and men who work out of doors enthusiastically endorse the amazing warmth, comfort and value of these famous Jackets. Your choice of 5 styles in Coats and Vests, sizes 36 to 50.

If your dealer doesn't carry Brown's Beach COAT with COLLAR Style 224 Jackets, send us his name and we will send you FREE folder of styles and prices.



BROWN'S BEACH
JACKET COMPANY
810 Chandler St.
Worcester, Mass.



CROSLEY AUTO RADIO



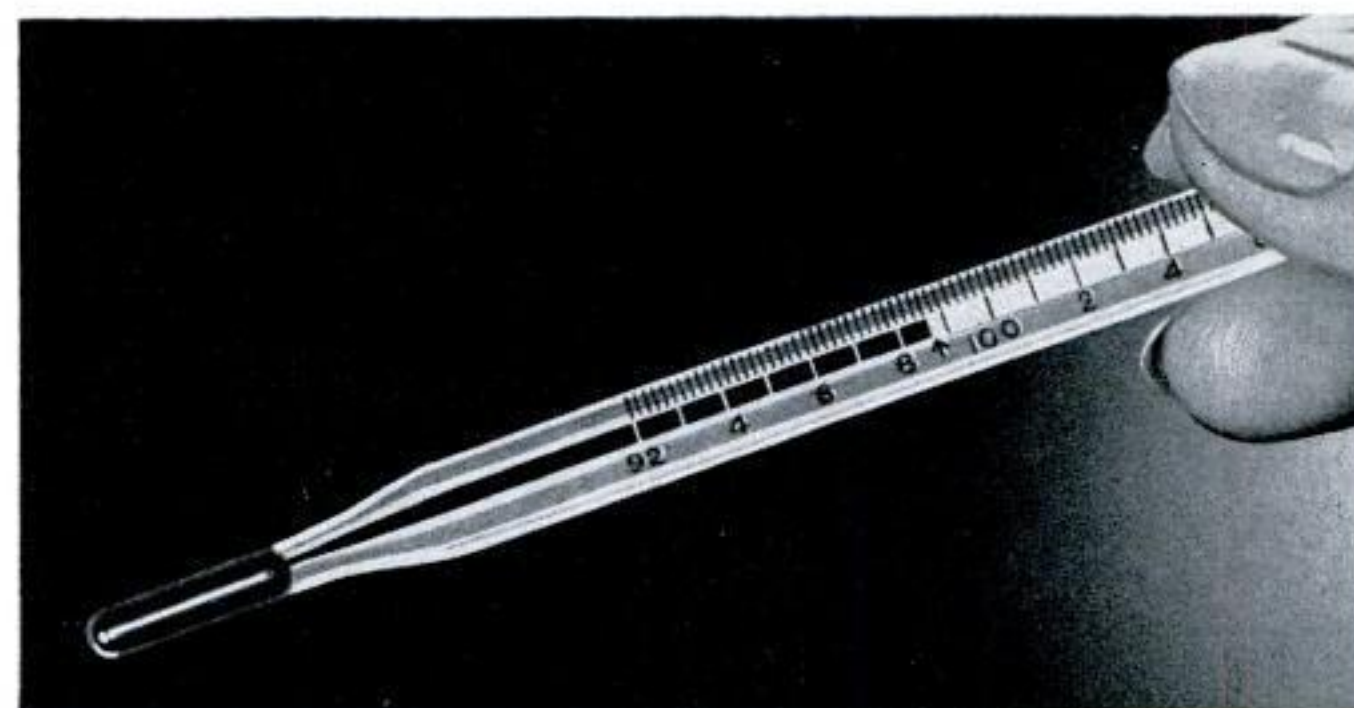
★ THE CROSLEY FIVER ROOMIO ★

\$19.99

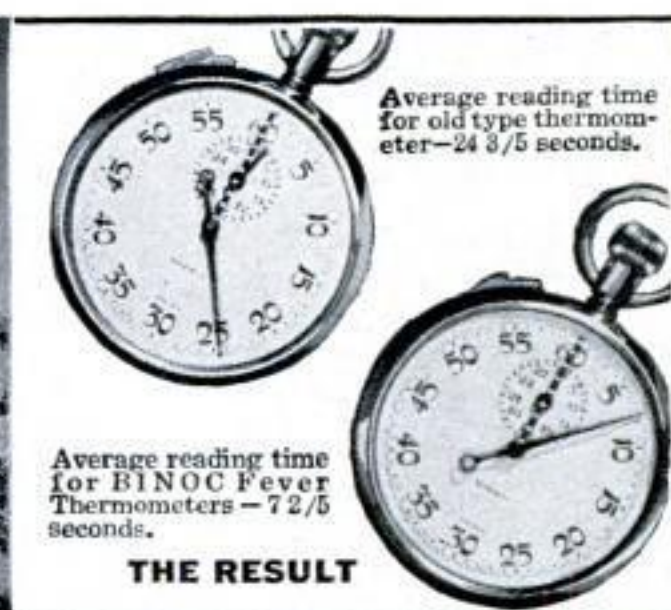
PRICES IN WEST & SOUTH SLIGHTLY HIGHER

YOU'RE THERE WITH A CROSLEY

Startling discovery AN EASY TO READ FEVER THERMOMETER



IT'S HERE AT LAST... the fever thermometer you can read at a glance. No more twisting and turning to find the mercury column. No more tricky reflections in the tubing. The easy-to-read BINOC Fever Thermometer has a triple-lens construction that throws more light on the mercury column. Its flattened shape shows the mercury side instantly.



3 TIMES EASIER TO READ — says stop-watch test

Many men and women have already tested the readability of this new thermometer. A stop-watch registered the time it took them to read the old, single-lens type and the new BINOC Thermometer. See the amazing results above. Some said, "This is the first fever thermometer I was ever able to read." Final figures showed BINOC three times easier to read.

WHAT A BLESSING!

Let a BINOC Fever Thermometer end all doubts about correct readings, with some one sick in your family. It's easier to read...easier to hold in the mouth...easier to handle...easier to shake down. BINOC Fever Thermometers are \$1.50 and \$2.00, each in handsome, flat composition case with gold-plated clasp and band. If your druggist has not yet stocked them, send direct to Taylor Instrument Companies, Rochester, N. Y. Plant also in Toronto, Canada.



Taylor BINOC
REG. U. S. PAT. OFF.
FEVER THERMOMETERS

BY MAKERS OF BINOC INDUSTRIAL THERMOMETERS FOR INDUSTRY.

Why DO XXX'S SIGNIFY Kisses?



• When people could not write, they used to "make a cross"—and often kissed it as a sign of good faith. Hence the XXX's came to represent kisses.*

Today, Campana's label on a bottle of Italian Balm is a "mark of good faith" with you. Close inspection has safeguarded your confidence in Italian Balm from the moment the "raw materials" enter the Campana laboratories until the bottled product has been shipped to a store in your community.

Many physicians, dentists, nurses and other professional people will tell you that with Campana's equipment for making a skin protector—plus scientific analysis and control of manufacture—there's no doubt that Italian Balm is a superior skin preparation—one that will keep your skin free of chapping regardless of weather. Why not try it—FREE? Get a Vanity Bottle. Compare results.



(*Authority: "Nuggets of Knowledge"—George W. Stimpson, Pub., Blue Ribbon Books.)

**Campana's
Italian Balm**
An Exclusive Formula—A Secret Process

FREE CAMPANA SALES CO.
312 Lincolnway, Batavia, Illinois
Gentlemen: I have never tried Italian Balm. Please send me VANITY Bottle FREE and postpaid.

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RIDGEWAY "What a find! . . . This hat is different . . . those four crown ridges will make the fellows wish they'd beat me to it . . . lots of class to the band, too . . . I like it!"

RIGHT, FELLOW! You'll be proud of your Ridgeway, it's got everything . . . Soft texture . . . Swansback moisture repellent finish . . . Perfection in every detail . . . Get this Portis style scoop . . . See your Hatter . . . **\$385**

Other Portis hats \$5, \$6 and \$7

HAND FASHIONED
HATS by PORTIS

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO



Slip into one of the new **ALBERT RICHARD** coats, featured by leading stores . . . and you'll know why it's the choice of famous athletes. Men of action demand *Action-Fit* . . . true freedom of movement. *Action-Fit* is tailored into every **ALBERT RICHARD** garment . . . plus style and comfort and good looks aplenty! Whether you choose a leather or a woolen coat, be sure it's a *genuine ALBERT RICHARD* . . . "the Coat of the Stars."

The Sioux All-wool plaid double-breasted mackinaw (illustrated) with convertible collar, four pockets, full belt (fastened to prevent loss) with Kant-slip buckle, and Eze-swing back as shown in the rear view sketch. Colors: Red, Blue, Green and Brown. Unlined, or lined with light-weight wool; also may be had with detachable hood at slightly higher cost. If your store doesn't have them, mail check or money order direct to us and we'll see that you're supplied promptly. State your size, color and whether you want lined or unlined.

ALBERT RICHARD COMPANY, Dept. L-4, Milwaukee, Wis.

DEALERS—WRITE FOR CATALOG

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Sportswear THE COAT OF THE STARS

MEN'S SIZES		BOYS' SIZES	
WOOL	\$15.75	WOOL	\$12.50
LINED		LINED	
UN-LINED	\$12.50	UN-LINED	\$10.00

Albert Richard woolen coats, in exclusive patterns, from \$9.95 up. Coats of Genuine Hudson's Bay Blanket Cloth, \$22.50

AN AUSTRALIAN KOALA BEGS FOR HER BABY

One animal which, unlike the Basenji (see page 90), could not thrive in the U. S. is the Australian koala. Because the koala is a cute and cuddly beast with face and fur like a Teddy bear's, U. S. zoos have long wanted to own koalas. Some have been imported but none survived. So delicate are they that they can eat the leaves of only twelve kinds of Eucalyptus trees. If they are fed any of the other 400 kinds of Eucalyptus leaves, they die. Once the koala abounded in Australia but ruthless trappers came close to exterminating the amiable little animals. Then the government stepped in. Today it is forbidden to kill a koala. The koala mother carries her young in a pouch until it is eight months old. An affectionate parent (as shown below), she fills the air with anguished cries if she loses her baby.



ESTRANGED KOALA MOTHER



REACHES UP FOR HER BABY



GETS A BABY KOALA KISS



BEAMS AS BABY COMES BACK

How a Society Bride's Sensational Dance Stopped a Divorce

Park Avenue Had Convulsions When Wealthy Lucy Warriner Stopped At Nothing (Well, Almost Nothing) To Break Up Her Husband's Engagement Party for His Next "Wife"

"Don't tell me you got that sun-lamp tan in Miami!" stormed Lucy.



Who'd have dreamt that lovely Lucy Warriner would ever shock society—even to save her marriage.



WHAT would you do if your million-dollar fiancée surprised you in a very "pally" situation with a girl she had never met—and if that girl happened to be the wife you were about to divorce? Jerry Warriner wormed his way out by saying "Meet my sister". And "my sister" proceeded to put on a hair-raising act that scandalized society, and brought Jerry's house of cards tumbling round his handsome head.

Let's turn back the calendar and see how it all started. One fine winter afternoon, home comes Jerry with a vivid sun-lamp tan. From what should have been a Florida vacation! But was it? No, indeed! Jerry, the benighted soul, finally tried to explain that he had whiled away a week or two in a gin and poker marathon with his one-time pals!

Now that in itself might have been enough to besmirch the fairest picture of domestic bliss. But Lucy was a lady. She was determined to play dumb and not utter even one tiny little word of reproach. She was prepared to welcome her wandering boy with sweetness and light. Only Fate barged in, as Fate will do, and upset Lucy's neat little apple-cart.

"Yoo-hoo, Lucy! Surprise! I'm home", shouted Jerry. But only the dog barked. A glance at the table revealed the morning paper still untouched, and Lucy's letters unopened. When lovely Lucy finally did arrive, it was in last night's evening clothes, and with her tall, dark and handsome singing teacher in tow. Jerry, still smarting from Lucy's accusations about his "Florida" siesta, refused to listen to explanations, and the happy home life of the Warriners was shattered with a resounding crash.

Nothing would assuage Jerry's wounded sensibilities but a divorce, which he promptly proceeded to procure.

Time flitted by. Another 24 hours and the Warriner divorce decree was to become final. That was to be the cue for Jerry to announce his engage-

ment to the madcap heiress—Barbara Vance. But Lucy stamped her pretty foot and shouted "No". She wasn't going to allow any such thing. She wasn't giving up her one true love to "the girl with millions of dollars and no sense", just because her husband refused to recognize facts. But oh, what to do? How to make Jerry see the light?

Then an idea struck Lucy as lightning strikes a tree. That night the wealthy Vances were throwing a hotcha party for Jerry and their Barbara. Society's darlings would be there en masse—and that, Lucy decided, was the time to strut her stuff.

How she posed as poor Jerry's sister, how she threw the party into an uproar with a dance that made the assembled dowagers' eyes pop, makes one of the most hilarious sequences ever thrown on the screen.

But what happens after that to Lucy and Jerry's romance is the really big



Lucy and her singing teacher tried desperately to explain their night out.



Why did his wife have to hide Jerry in the bedroom when her best friend visited her?



Still happy socialites—til debutantes and divorces interfered.

surprise you'll find in Columbia's new picture, "THE AWFUL TRUTH"—the fastest, gayest, most exhilarating comedy in years. Irene Dunne plays

the wife, Lucy Warriner, and if you saw "Theodora Goes Wild", you have some idea of her comedy capabilities. In one scene, Lucy is stopped on the road by two motorcycle cops because her radio is going full blast. She's lost the control knob and can't turn it down. The policeman tries to fix it. "We don't have to do this", he says. "It's only a favor to you."

"It's no favor", says Lucy. "We enjoy the music." COP: "Have you people been drinking?" LUCY: "No. Have you people?"

COP: "What's your license number?"

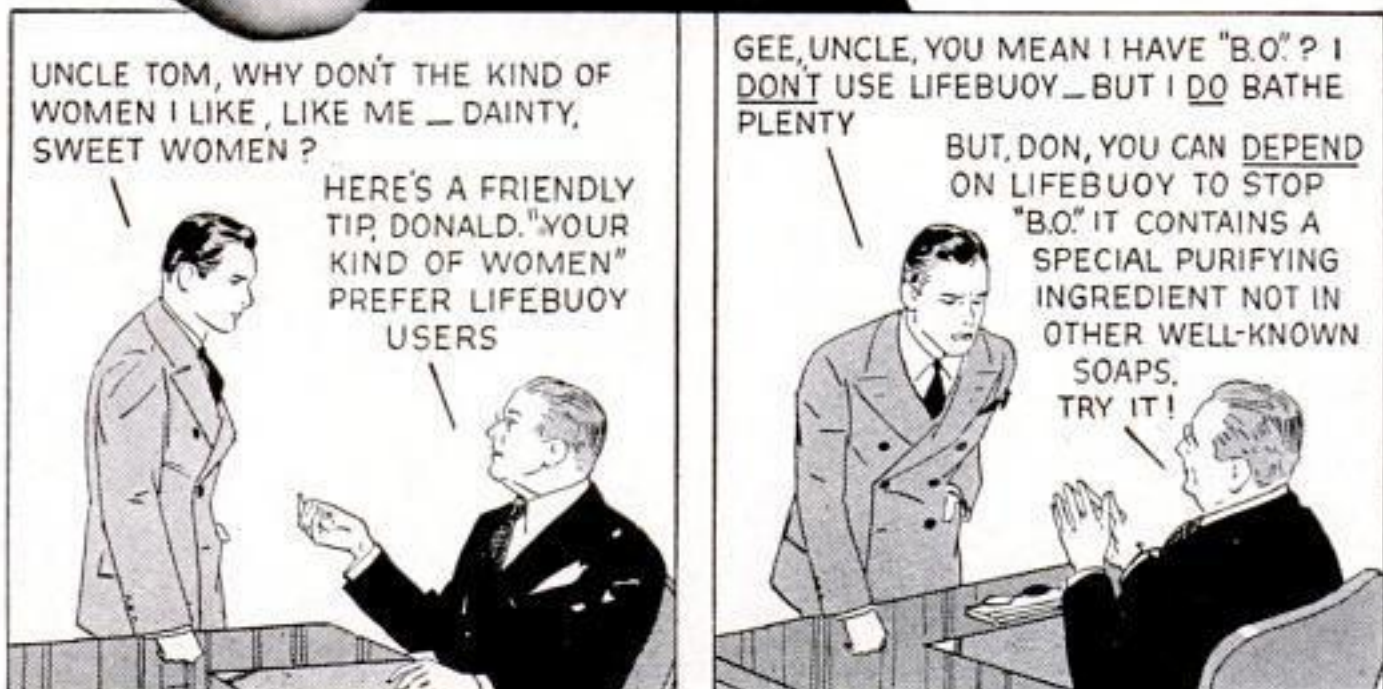
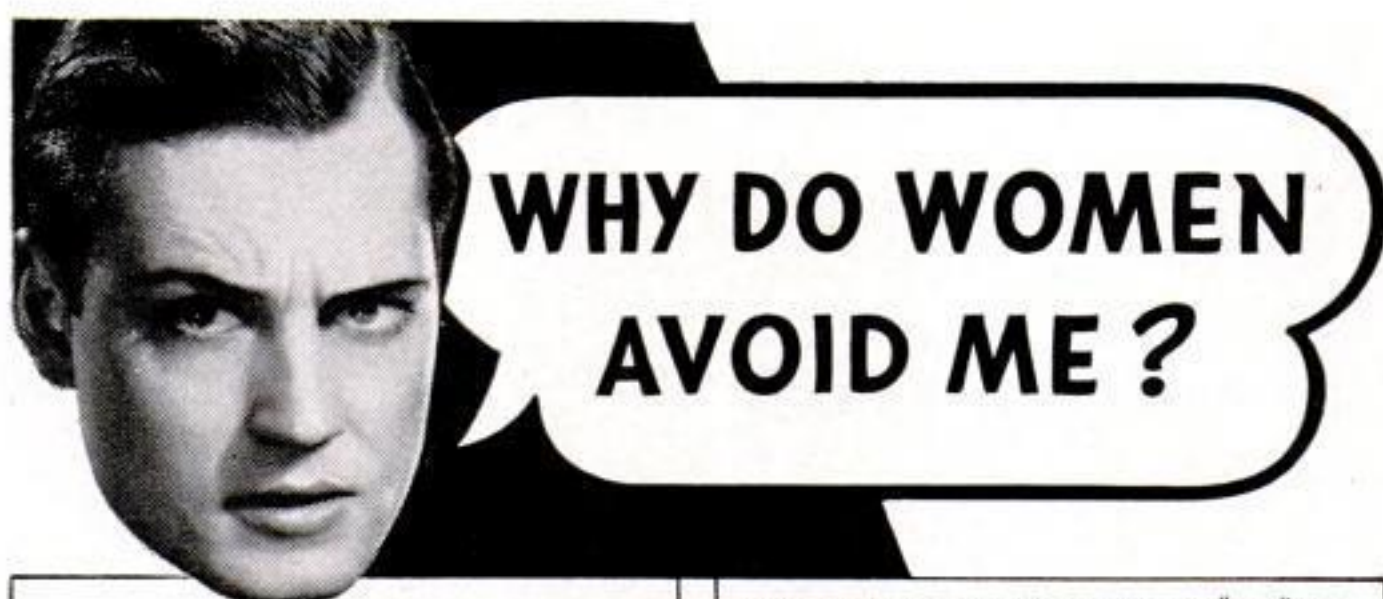
LUCY: "I don't know. They change it every year. What's the license number on your motorcycle? No fair looking now!"

And so it goes merrily on. Cary Grant is Jerry Warriner—handsome, debonair, and with a charming wit that gets him out of the tightest places. You'll be quoting and re quoting his clever lines.

Don't miss "The Awful Truth". It's a grand screen play, the work of Dwight Taylor and Vina Delmar, author of "Bad Girl", remember? And it was produced and directed by Leo McCarey, of "Ruggles of Red Gap"

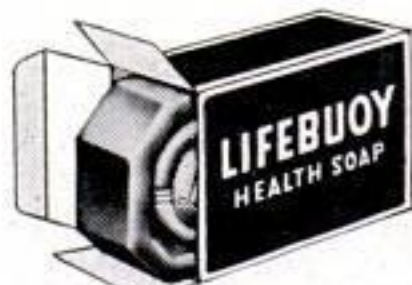
fame. When is it coming to your theatre? You'll see it in the papers. Keep your eyes peeled for the announcement.

Coming To Your Theatre Soon!
IRENE DUNNE
CARY GRANT
THE
AWFUL TRUTH
With Ralph Bellamy, Alexander D'Arcy, Cecil Cunningham
Screen play by Vina Delmar
A LEO MCCAREY Production
Associate producer, Everett Riskin. Directed by LEO MCCAREY
A COLUMBIA PICTURE



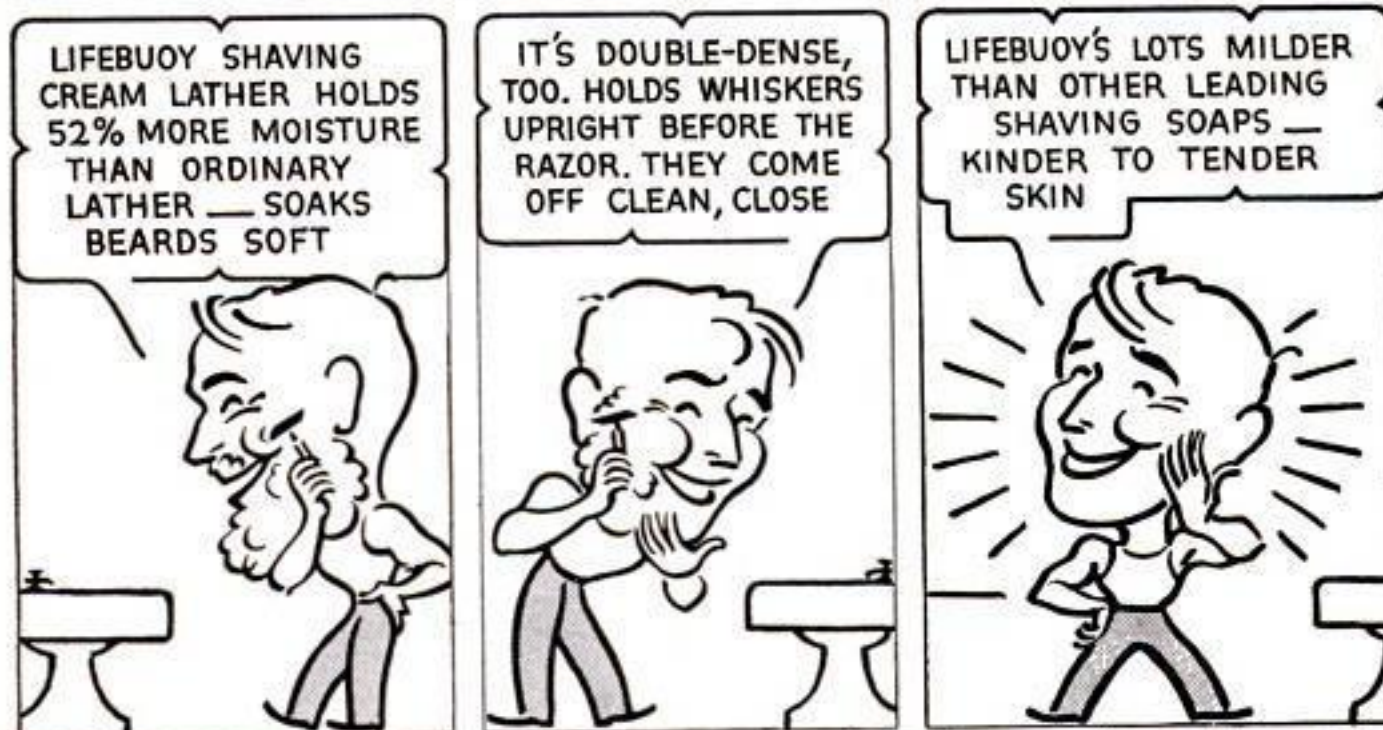
WHETHER your skin is dry, oily, or medium — you'll find Lifebuoy gently helps to caress it to clear, healthy beauty... Lifebuoy is 20% milder by test than many leading "beauty soaps" and "baby soaps."

More American women (men and children, too) use Lifebuoy for the bath than any other soap... These facts were revealed when 8 leading magazines questioned 120,000 women.



Approved by
Good Housekeeping Bureau

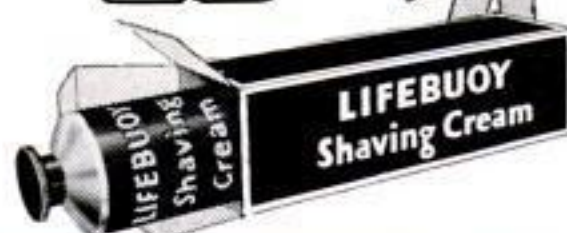
NOW! A SHAVING LATHER THAT WORKS 3 WAYS



Send for a FREE Trial Tube

Try Lifebuoy Shaving Cream—feel the difference. Once you've enjoyed the new comfort its triple-acting lather brings—both during the shave and afterward—you'll never use any other. Get the big, red tube at your druggist's today. Or write Lever Brothers Co., Dept. A-2410, Cambridge, Mass., for a Free 12-day trial tube. (This offer good in U.S. and Canada.)

ECONOMICAL, TOO,
120 TO 150 SHAVES
IN THE FULL-SIZED
TUBE



ART

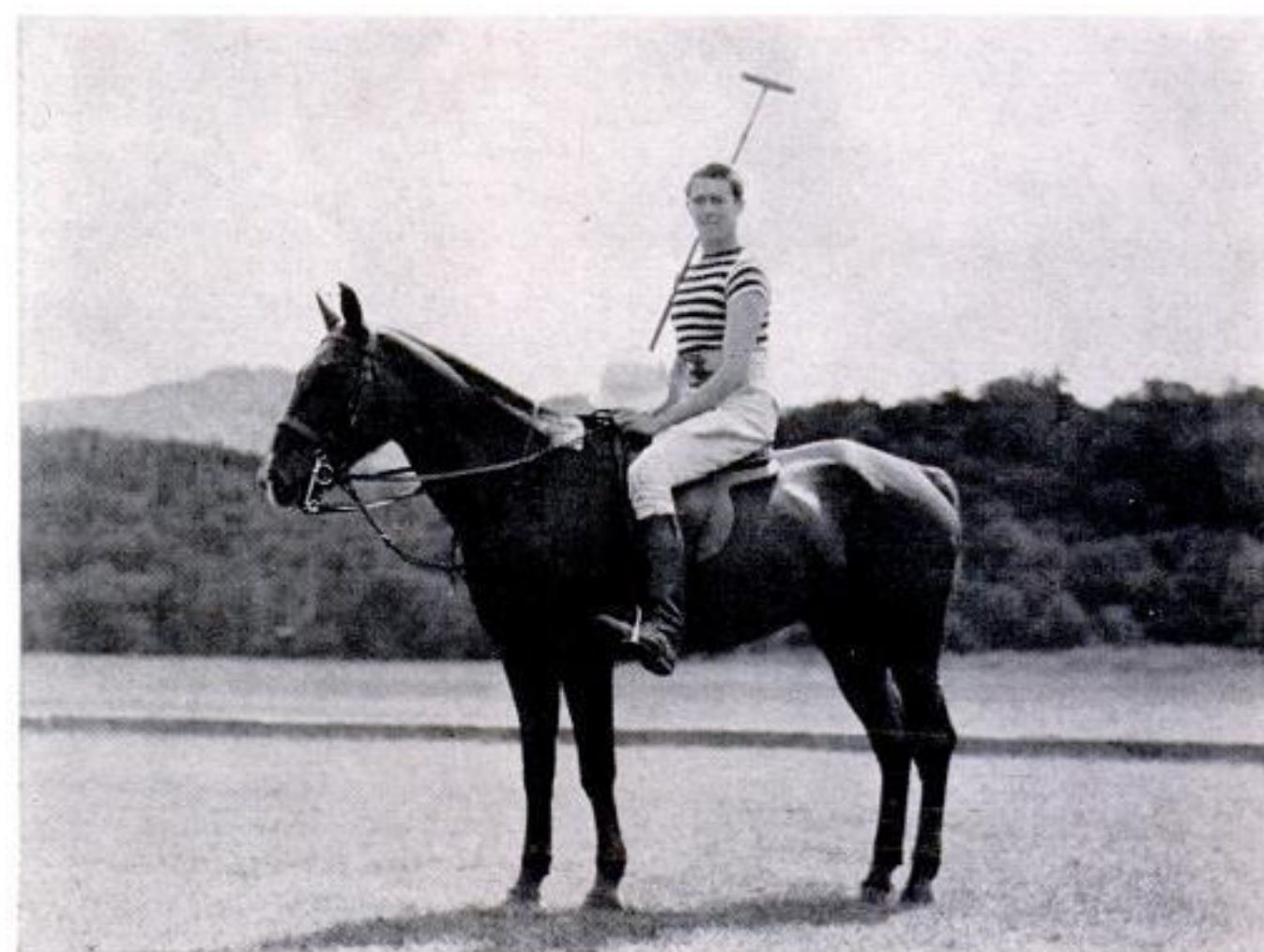
Page 94



FUTILITY OF A WELL-ORDERED LIFE: A Polo Player's Burlesque

The *Futility of a Well-Ordered Life* (above) is Ceramist Russell B. Aitken's burlesque of the paintings of Spanish Surrealist Salvador Dali (LIFE, Dec. 14). Described by Aitken as "a bit of surrealism to end all surrealism," the glistening white lady has lamb chops sprouting from her shoulders, clockfaces for breasts. Her hair is turquoise blue. In a turquoise-lined aperture in her stomach is a vase. A blue fish is in one hand, a fried egg in the other. A girdle of field mice race about her stomach and two little football players, on roller skates, carrying guitars, are directly in front of her.

Having won a Special Award for Sustained Excellence at Cleveland, this brilliantly glazed figure is now in Museum of Modern Art's permanent collection. Ceramist Aitken (below) is the son of David Aitken, electric tycoon. He teaches sculpture and plays polo at White Sulphur Springs.



WHEN N.Y. CITY HAD 19 "AUTOS"

**MOBIL OIL WAS THE ONLY OIL...AND
IT'S THE WORLD'S FAVORITE OIL TODAY!**

SEE THAT LONESOME little "auto"... among all those hansom cabs? In those days, New York didn't have many cars...and the point is...probably all of them used Mobiloil!

Mobiloil was the only oil then. Today, it's the world's largest seller! The 71 years of refining knowledge and experience back of Mobiloil make it the finest oil you can buy for your car. It lasts longer. Protects better. Try it today!



MOBIL OIL AND MOBIL GAS

SOCONY-VACUUM OIL COMPANY, INC.



"Same Quality Throughout the World"



Born 1820...
still going strong



It doesn't matter when or where you meet him... he's the same genial gentleman and he holds the key to a smart, pleasant evening of friendliness. So whether you prefer your pleasant evenings at home or out, do as both hemispheres do, *stick with Johnnie Walker*. Red Label is all 8 years old; Black Label is all 12 years old. Both are 86.8 proof.

JOHNNIE WALKER
BLENDED SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., NEW YORK, N. Y.; SOLE DISTRIBUTOR

THE CAMERA OVERSEAS: THE JAPANESE ARMY EFFICIENTLY CLOSES ITS HAND ON NORTH CHINA



JAPANESE OUTPOST IN THE MOUNTAINS WEST OF PEIPING (SEE MAP, NEXT PAGE). THESE TROOPS HAVE ADVANCED WITH TIMETABLE RAPIDITY

At Shanghai, Chinese armies of Generalissimo Chiang Kai-shek have put up an effective as well as gallant defense. But in North China the Japanese Army has gone on from victory to victory as smoothly as though the war were being fought in the classroom. Outlines of the strategy are shown on the map on next page. Pictures on this page show the northern advance.

The Japanese Army is full of "little Napoleons," stuffed full of class-

room tactics. Right now they are having the time of their lives studying Chinese terrain, swinging their flanks and outmaneuvering the Chinese commanders. The capture of objectives is announced at headquarters on the day called for in the timetable and the objective is usually captured not more than a day or two behind time. Military observers, feeling that this is all a little too good to be true, suspect that Chiang is falling back deliberately.



Old grave mounds pock China, give Japanese soldiers (above) fine cover north of Peiping but also enable the Chinese to camouflage pillbox fortifications among the graves.



Japanese (foreground) watch the effect of their artillery fire across river. This is Nankow Pass, north of Peiping, one of the first defense points Japanese took in the North.

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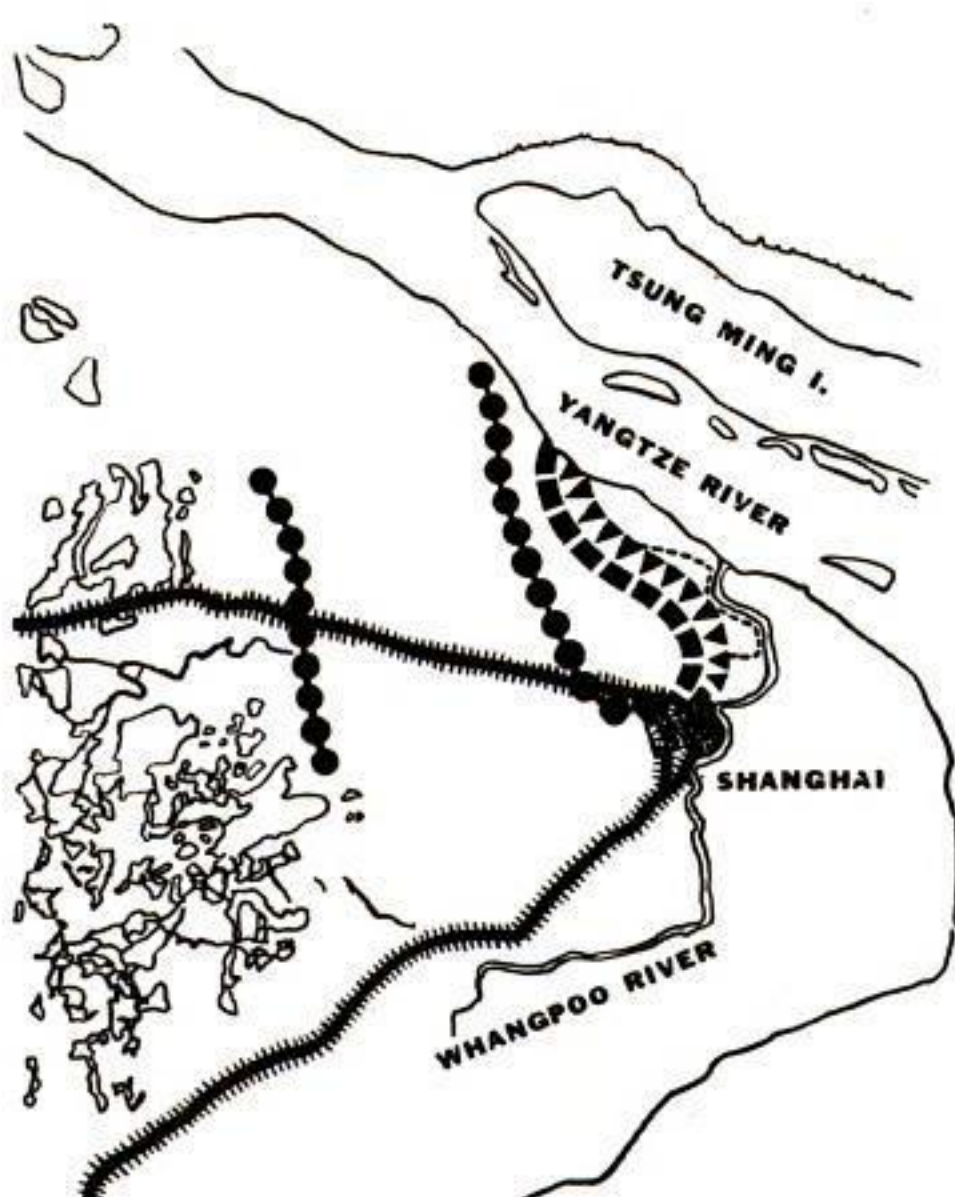
WAR ON THE MAP OF CHINA

For years the Chinese and Japanese general staffs have plotted War on the map at right. Having lost North China to Japan by pieces, China's Generalissimo Chiang Kai-shek decided this time to risk the whole to keep all the remaining parts. Thus for the first time Japan is faced with the huge job, not of cutting off a convenient piece of China, but of destroying the armies of a unified Central Government.

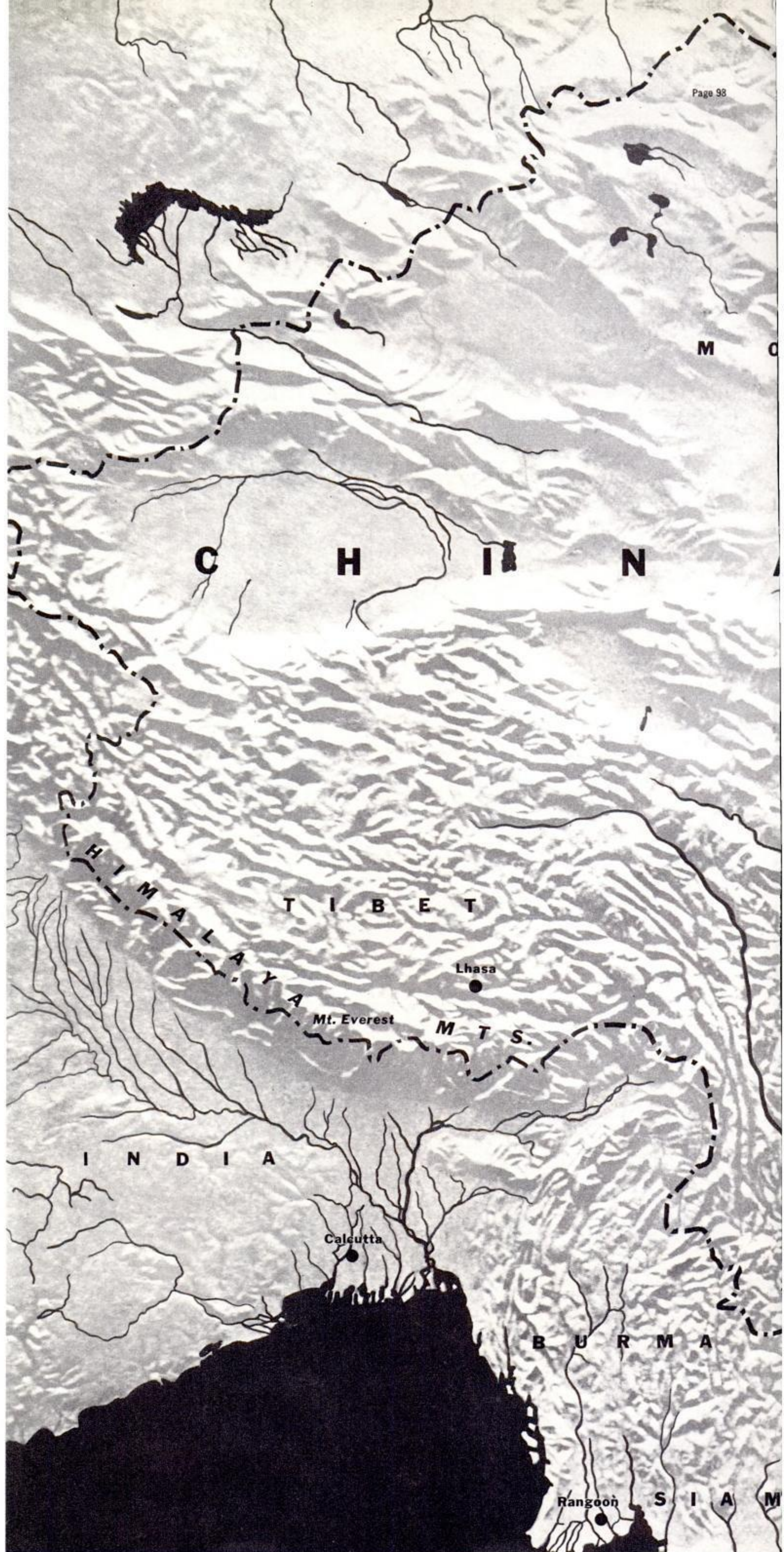
The picture of Chiang's war does not really include the mountains of Tibet nor the "dust-bowl" of far western China nor the Gobi Desert nor Outer Mongolia. Chiang's China is concentrated in the valley of the Yangtze River, teeming heart of commercial and farming China. He was prepared to fall back from North China down the north-&-south railroads but he knew that to protect the Yangtze Valley he must make a stand at the Yellow River. There, covering the east-&-west railway, he built his great fortifications. At Shanghai too he was determined to make a stand, diverting Japanese army corps from the North. For at Shanghai (shown at bottom), swampy terrain south of the city forces the Japanese to fight a head-on war right where they are. Having dropped back from the dotted line, the Chinese have two fortified lines and a lake region behind them and here they have put up their greatest fight. Even if Shanghai, Nanking and the Yellow River defenses fall, Chiang has a last resort. He can drop down the Yangtze Valley toward his great base at Chengtu deep in the Chinese hinterland. But by then he will have lost almost all of what is traditionally China.

Japan has effectually declared war against all China by bombing the inland cities and by blockading the coast. Chiang hopes to get war supplies from British Hong Kong, from French Indo-China or from Russia. His salvation would be a declaration of war by Russia against Japan and Russian troops are already massed along the troublesome Manchukuo border.

Of immediate help to him are the famed Chinese Communist armies of 100,000 who are marching to the rescue of the North somewhere in the shoulder of mountains that push northwest of Shihchiachuang into the Japanese offensive in the north. The map shows, in north, five advancing Japanese columns following Chiang's railroads south and west and extending their long communications daily. Next objectives are Shihchiachuang, Tsinan and Pailingmiao.



DETAIL MAP OF SHANGHAI



JAPANESE TROOPS

CHINESE TROOPS

CHINESE FORTIFICATIONS

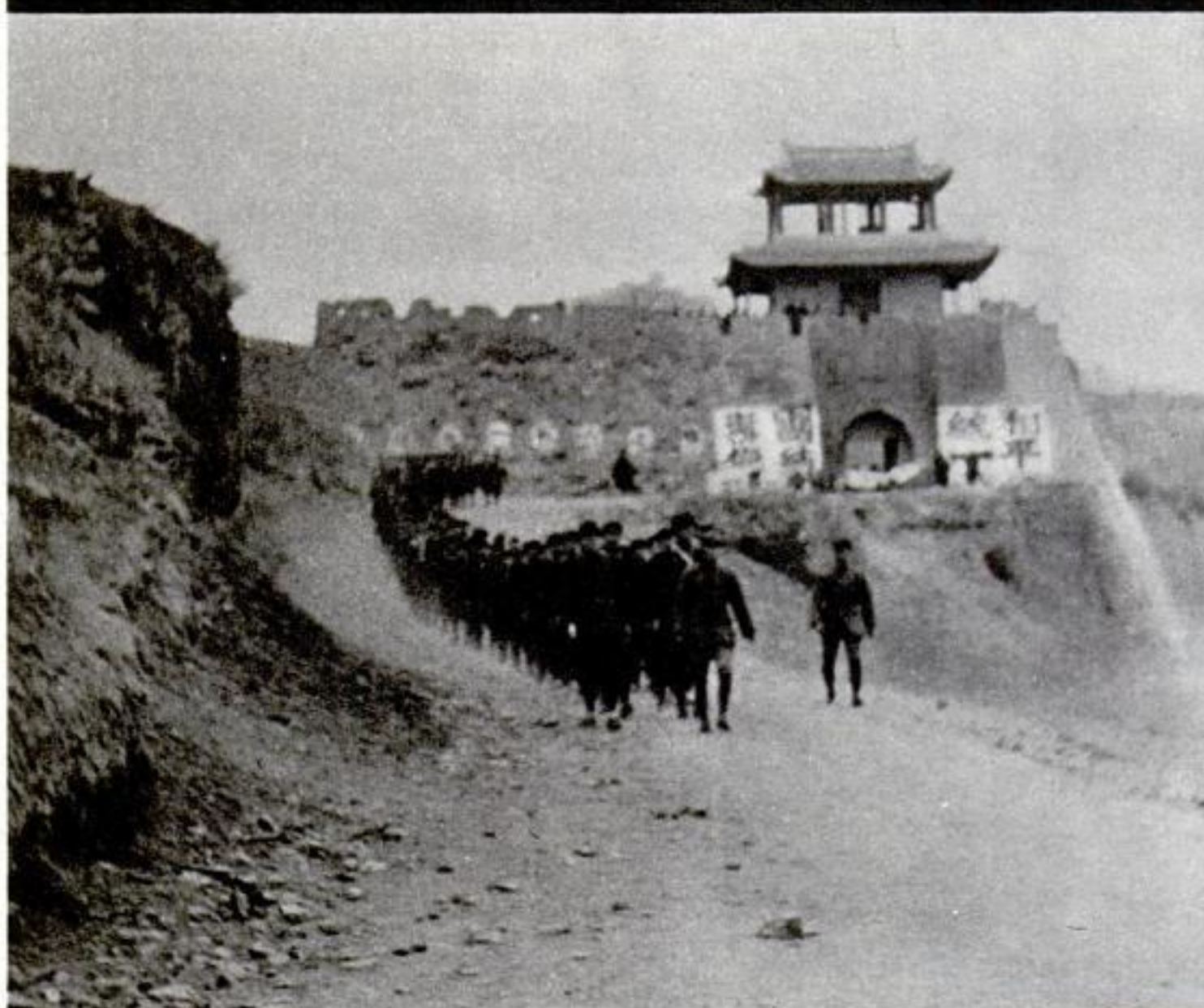
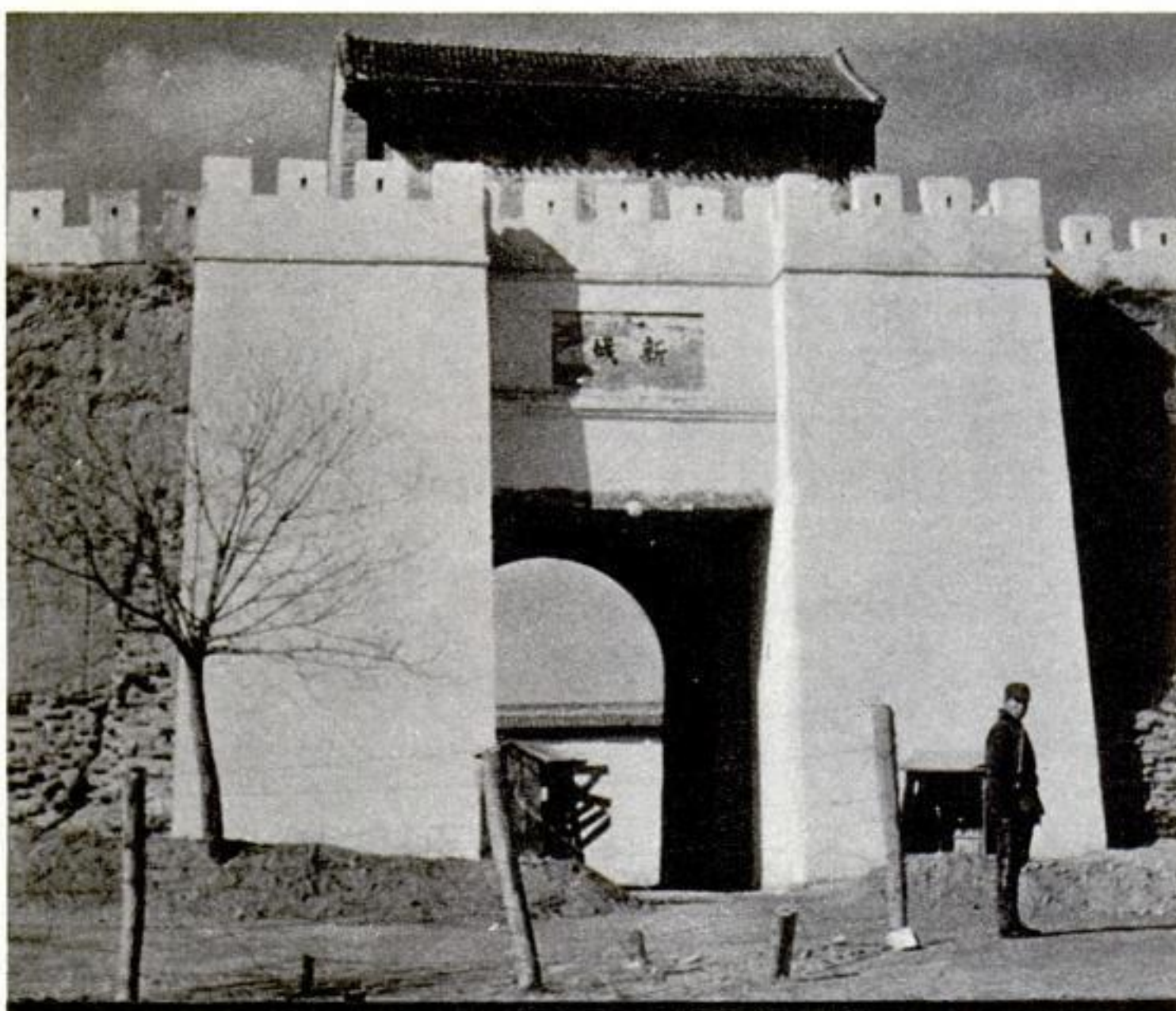


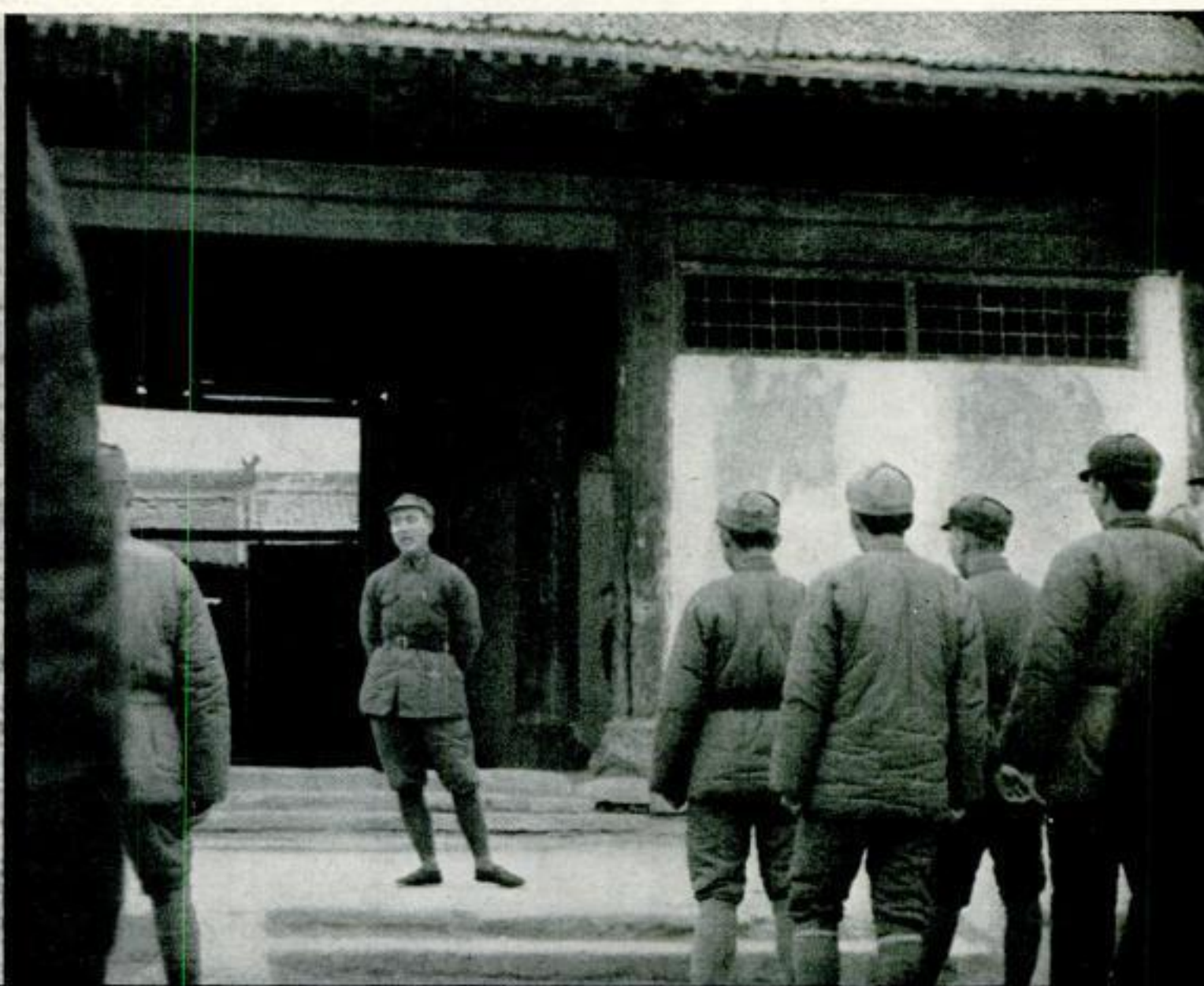
RUSSIAN TROOPS KEY RAILWAYS KEY MILITARY ROADS CHINESE PLANE BASE JAPANESE BOMBINGS

THE CAMERA OVERSEAS: CHINESE COMMUNISTS TO THE RESCUE

A tantalizing X are the Chinese Communists in the Sino-Japanese War. Having been fought for 10 years by China's Generalissimo Chiang Kai-shek, they helped kidnap him last winter in Sian and won a truce. They would be loyal to him if he would really fight Japan when next Japan attacked. This September the Chinese Communists concluded that Chiang did indeed mean business and, like all other Chinese armies, they marched toward the Japanese. Ever since then vague reports have come from mountains south of Peiping-Suiyuan railroad of Communist battles.

The first pictures of Chinese Communists were published in *LIFE* last winter. The pictures on these four pages were recently taken by Photographers Harry Dunham and Harrison Forman at Sian (left) and near Yenan midway between Lanchow and Shihchiachuang (*see map, p. 98*). The stream (below) is the Yellow's Lo-Ho branch. Below and on opposite page are Chinese Communist maneuvers, a field-telephone linesman, field guns, Thompson submachine guns and (upper right) the military school at Yenan which has just graduated its first class of 1,000 Chinese Communists.





CONTINUED ON NEXT PAGE

Chinese Communists play games (continued)



THE CHINESE LENIN, MAO TSE-TUNG (LEFT), AND GENERAL CHU TEH



NEAR YENAN IN REMOTE SHENSI PROVINCE COMMUNISTS PLAY BASKETBALL



MAO'S PICTURE (SEE TOP) OVERLOOKS COMMUNISTS WHO CAN READ AND DO



WAR GAMES IN MINIATURE AGAINST JAPAN (NOTE JAPANESE FLAG) ARE FUN



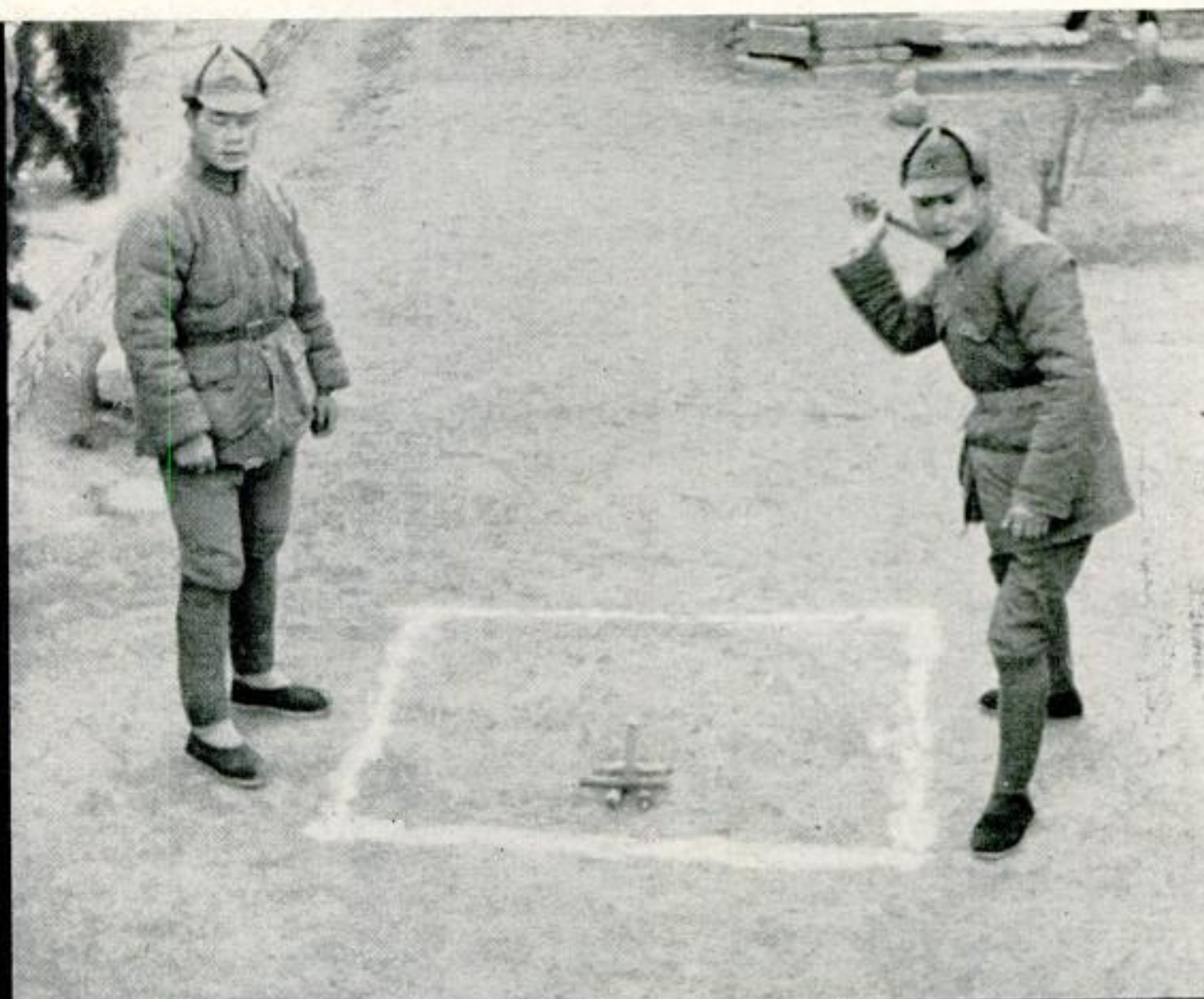
THIS PICTURE WAS POSED TO SHOW HOW HYGIENIC ARE CHINESE COMMUNISTS



TOOTHBRUSHES ARE RARE IN NORTHWEST CHINA. SOAP DOES FOR TOOTHPASTE



A CHINESE COMMUNIST PLAYS A KIND OF PING-PONG ON A ROUGH TABLE



IN THE GAME OF "SLAY JAPAN" EACH THROWS A STICK AT THE OTHER'S PILE



CROQUET IN COMMUNIST CHINA IS PLAYED WITH SMALL-HEADED MALLETS



THESE BURLAP-DRAPED YOUTHS ARE REPRESENTING A GREEK CHORUS



"SEVEN ARMY RULES," ONE TO A STICK. GAME IS TO GET ALL SEVEN

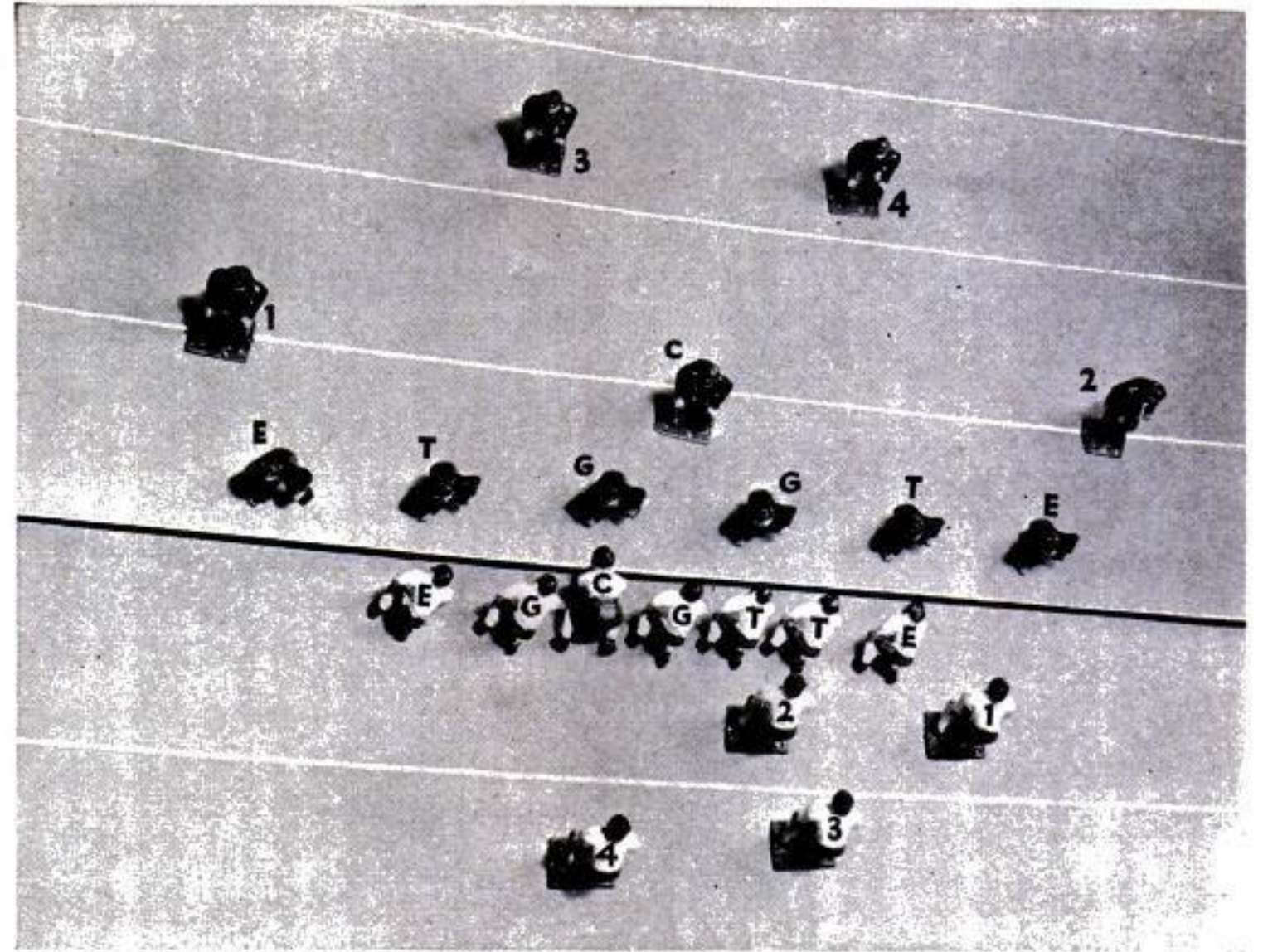


ANOTHER VERSION OF THE "SLAY JAPAN" GAME IS PLAYED WITH COUNTERS

LOU LITTLE EXPLAINS

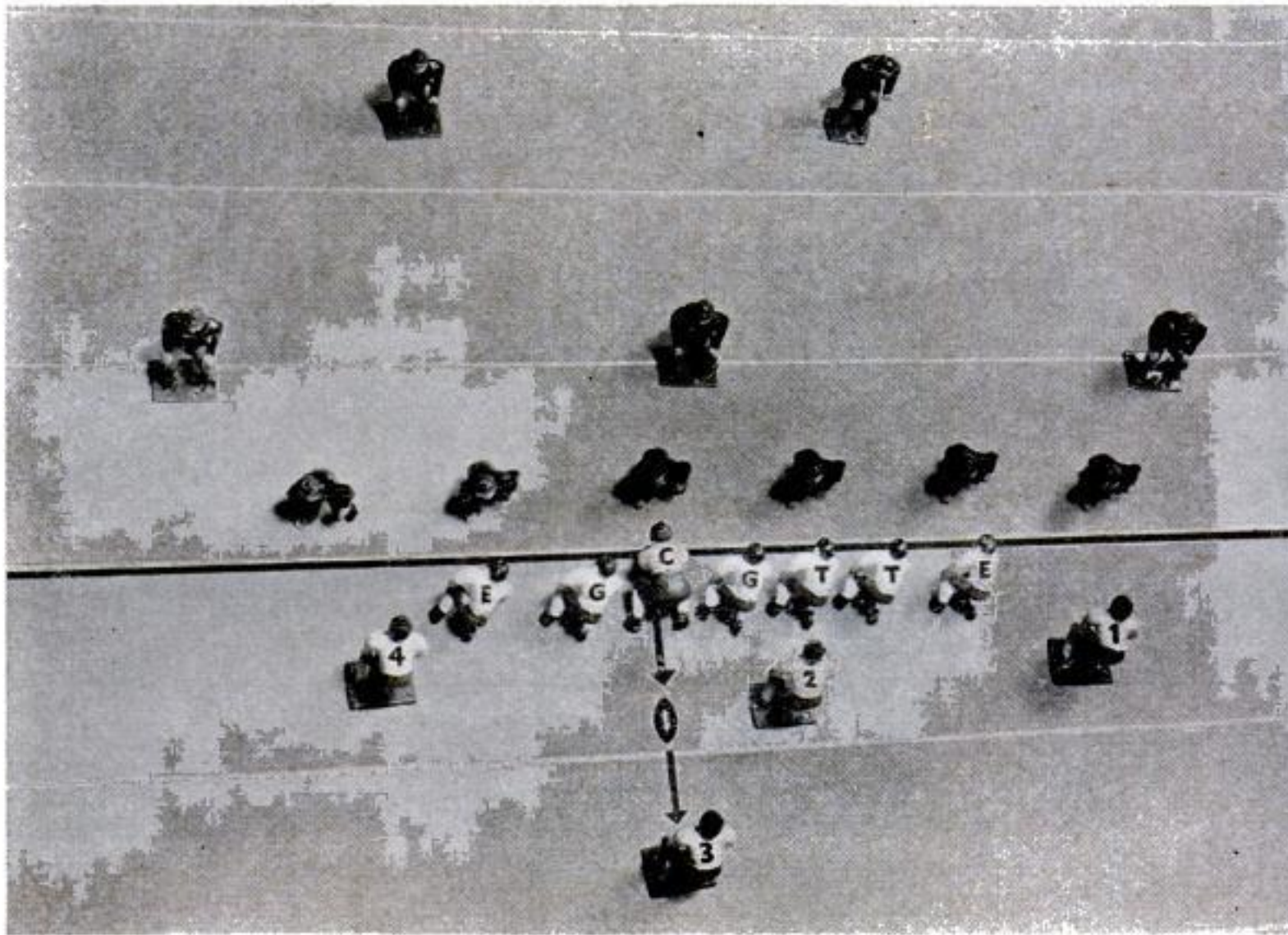


Lou Little was star tackle at Univ. of Pennsylvania in 1916 and 1919. After coaching at Georgetown, he moved on to Columbia in 1930, restored its teams to big-time football.

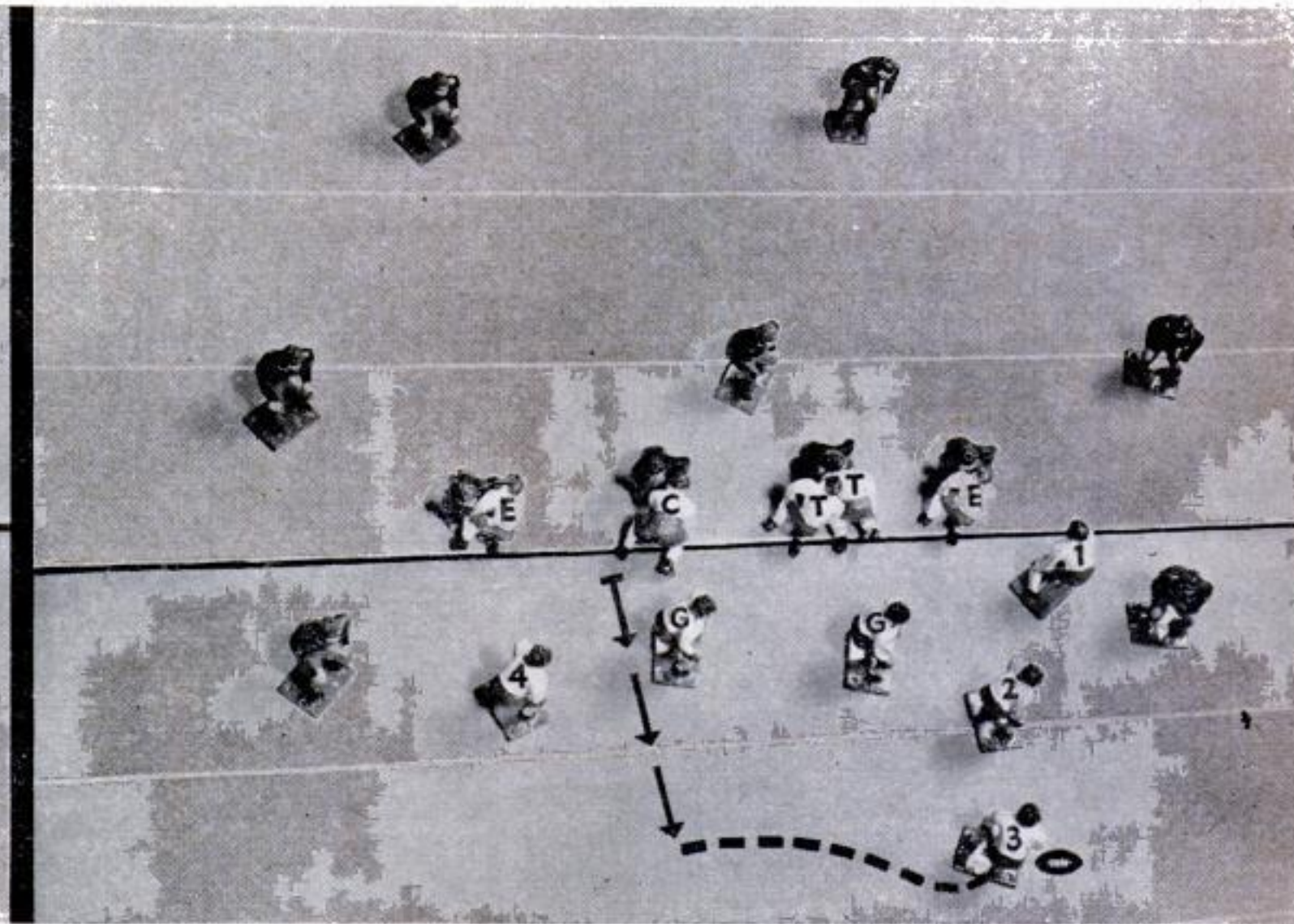


Single wing back vs. 6-3-2. The offensive team (White) lines up in single wing back formation, so called because the No. 1 back is out at the side or wing. The offensive line is unbalanced, the left tackle having moved over to the right side. The defense has taken the centre out of the line, placed him in the backfield, leaving six-man line, five-man backfield.

Off-Tackle Play



1 For the off-tackle play, one of the most potent in football, the offensive Whites have lined up in double wing back formation, the line unbalanced to the right, indicating a probable running play to the right or strong side. The defense plays a 6-3-2 formation. Offensive wing backs are outside their ends. The No. 3 back is ready to take the ball from the centre.

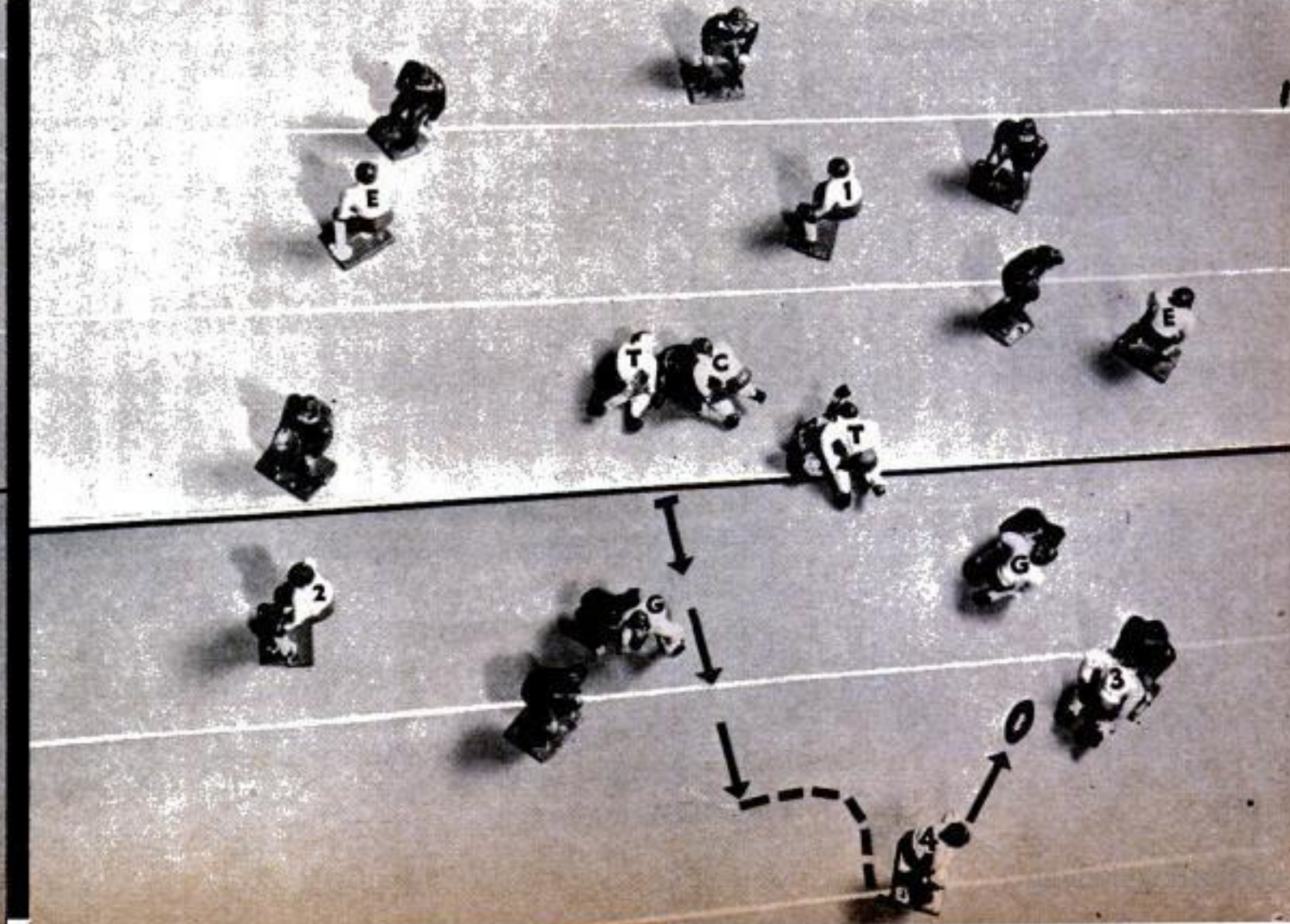
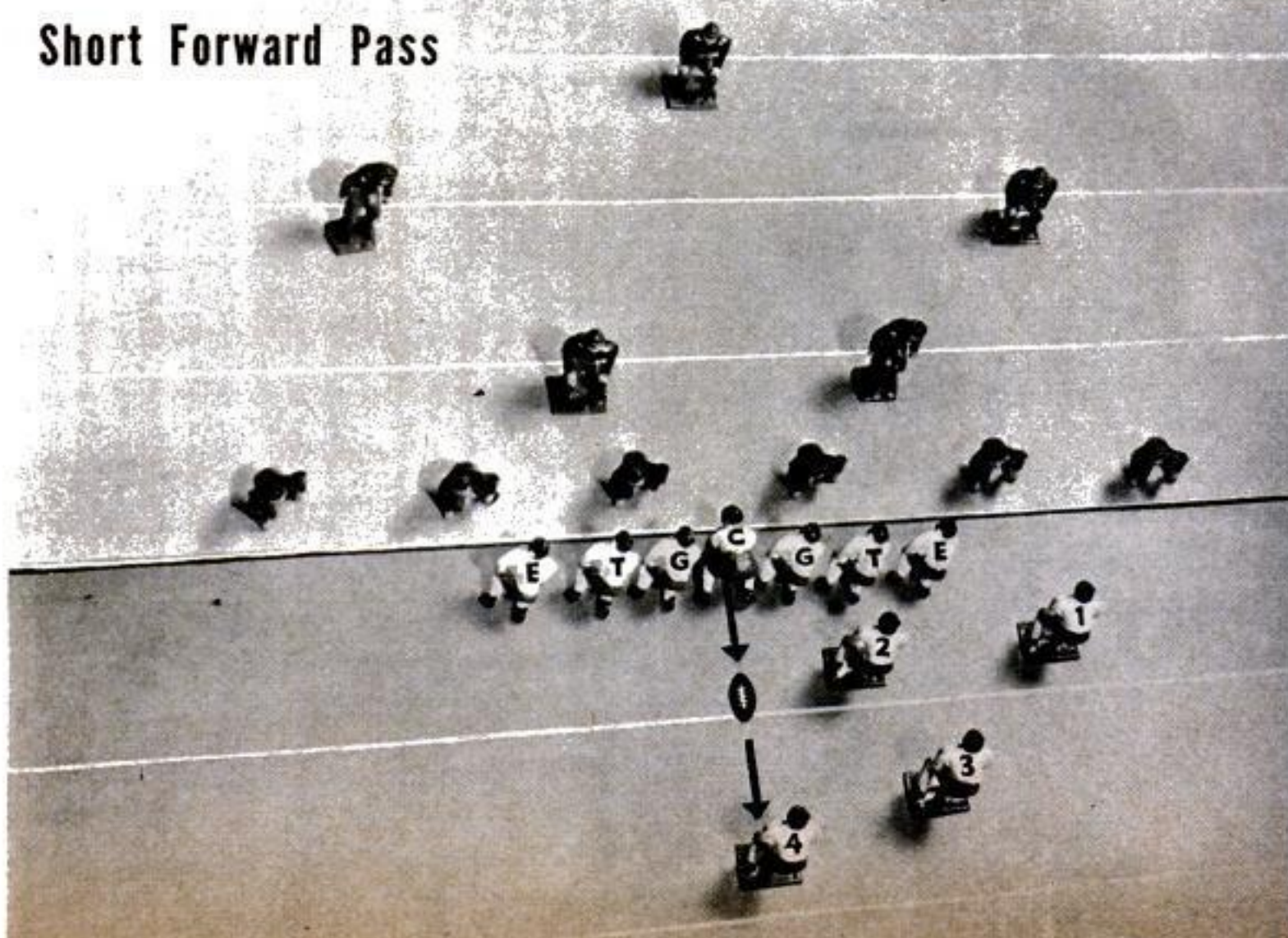


2 As No. 3 takes the ball and runs out to the right, his two guards come back out of the line, move protectingly between the runner and the scrimmage line. The two tackles gang up on the opposing guard. No. 4 back, after checking opposing end or tackle, moves over to the right. In this play, the left-defensive end and tackle are primary threats to the runner.

1 For this short forward pass (a pass of less than 15 yards from the line of scrimmage), the offense lines up in a single wing back to the right, using a balanced line. The defense is in a 6-2-2-1 alignment. This spreads the defensive backfield players over a wide and fairly deep area, is ideal for forward-pass defense, does not sacrifice backing up strength on line plays.

2 The No. 4 back gets the ball, drops back waiting for the eligible receivers to reach their positions. His left guard comes out of the line to block off the invading defensive right tackle while the right guard and No. 3 back protect the passer on the right side. To confuse the defense and spread it thin, the pass receivers scatter as decoys in different directions.

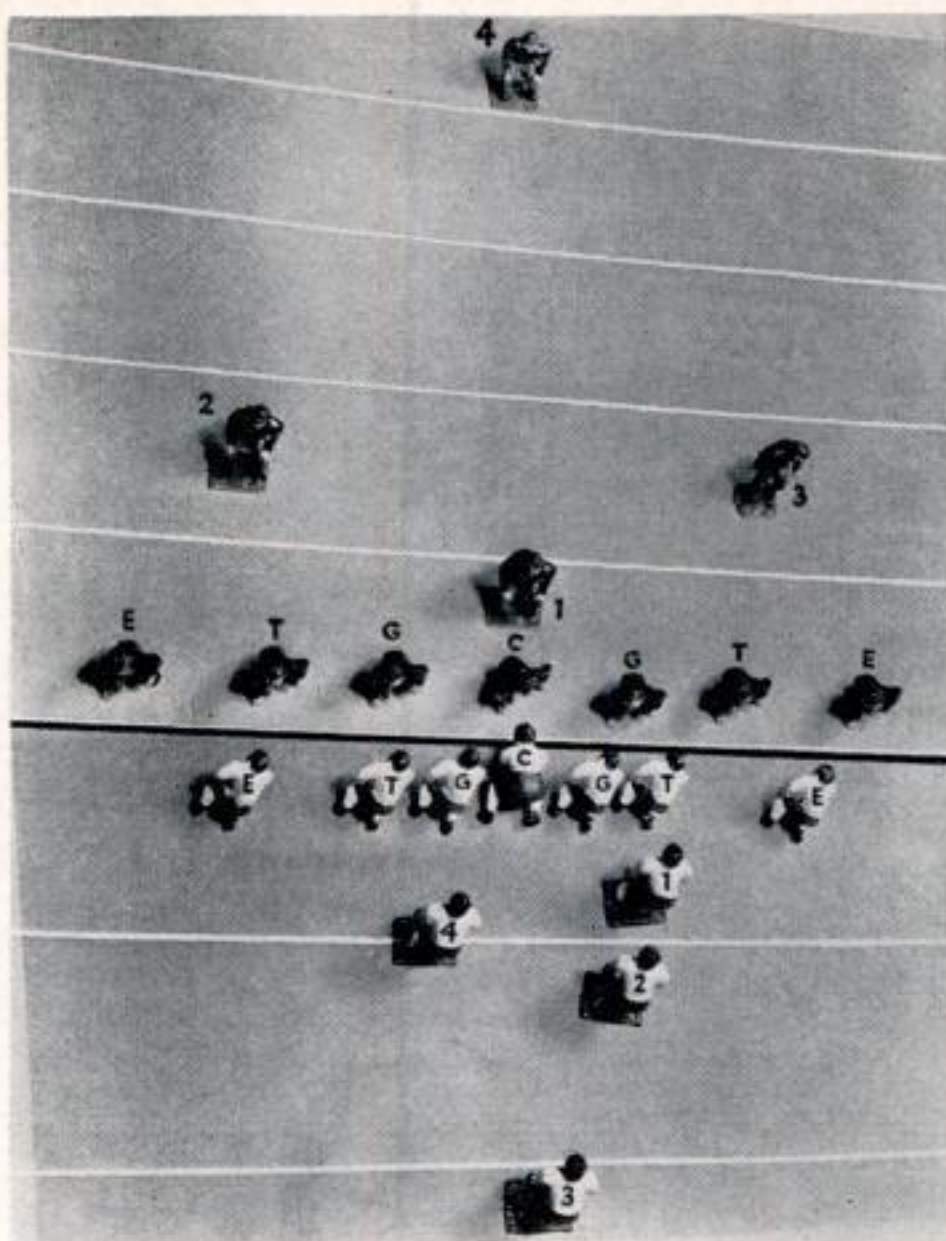
Short Forward Pass



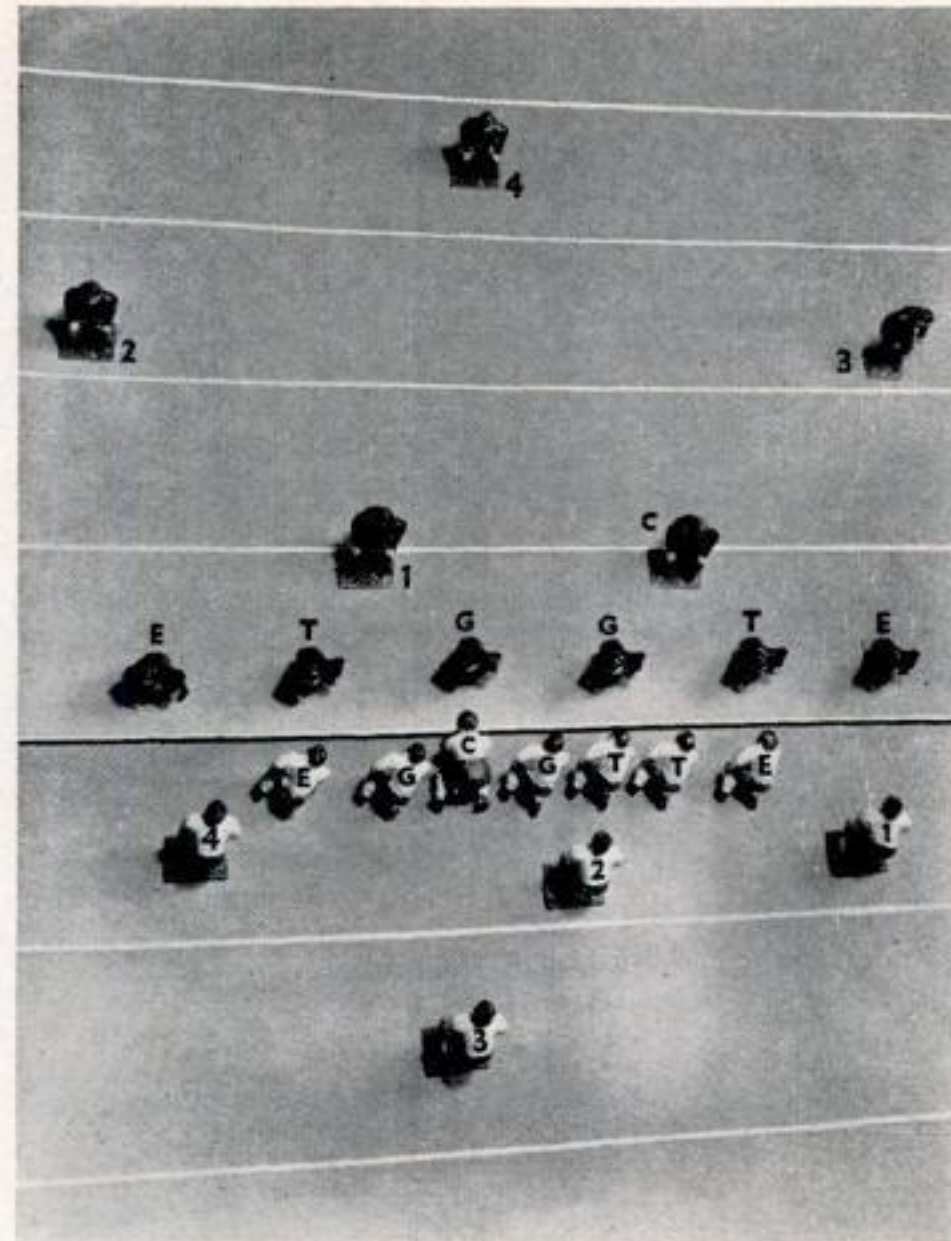
THIS YEAR'S FOOTBALL

Big, booming Lou Little, one of the shrewdest coaches in college football, is also a clear and explicit demonstrator of football technique for the layman. His book, *How To Watch Football* is perhaps the best popular explanation of a game that gets more complicated with each season. For LIFE's readers, Coach Little here sets up a primer of football plays and formations. A football enthusiast who does not understand these, does not understand modern football.

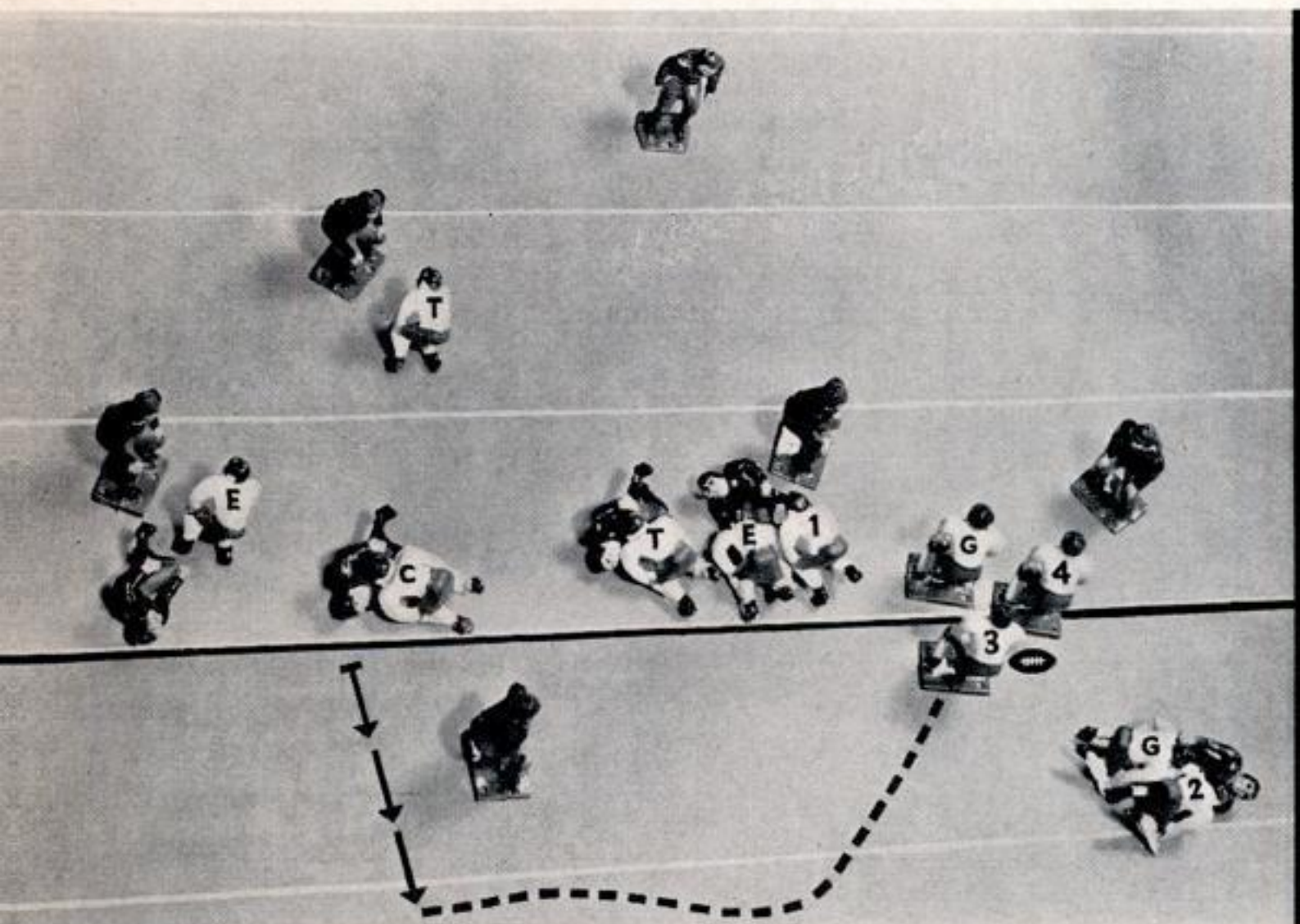
At right and at left are the three offensive formations out of which virtually every football play starts, and the three basic defensive formations which face them. (Missing: the offensive "T" formation and the defensive 7-2-2 formation. Neither of these is used to any extent today, although Notre Dame system starts off with the "T" formation, then shifts to the single wing back.) The other model-diagrams show three of the most important football plays and exactly how they work. They do not constitute any team's entire repertoire of plays but few well-coached football teams would dare to show their headguards on a field this season without them.



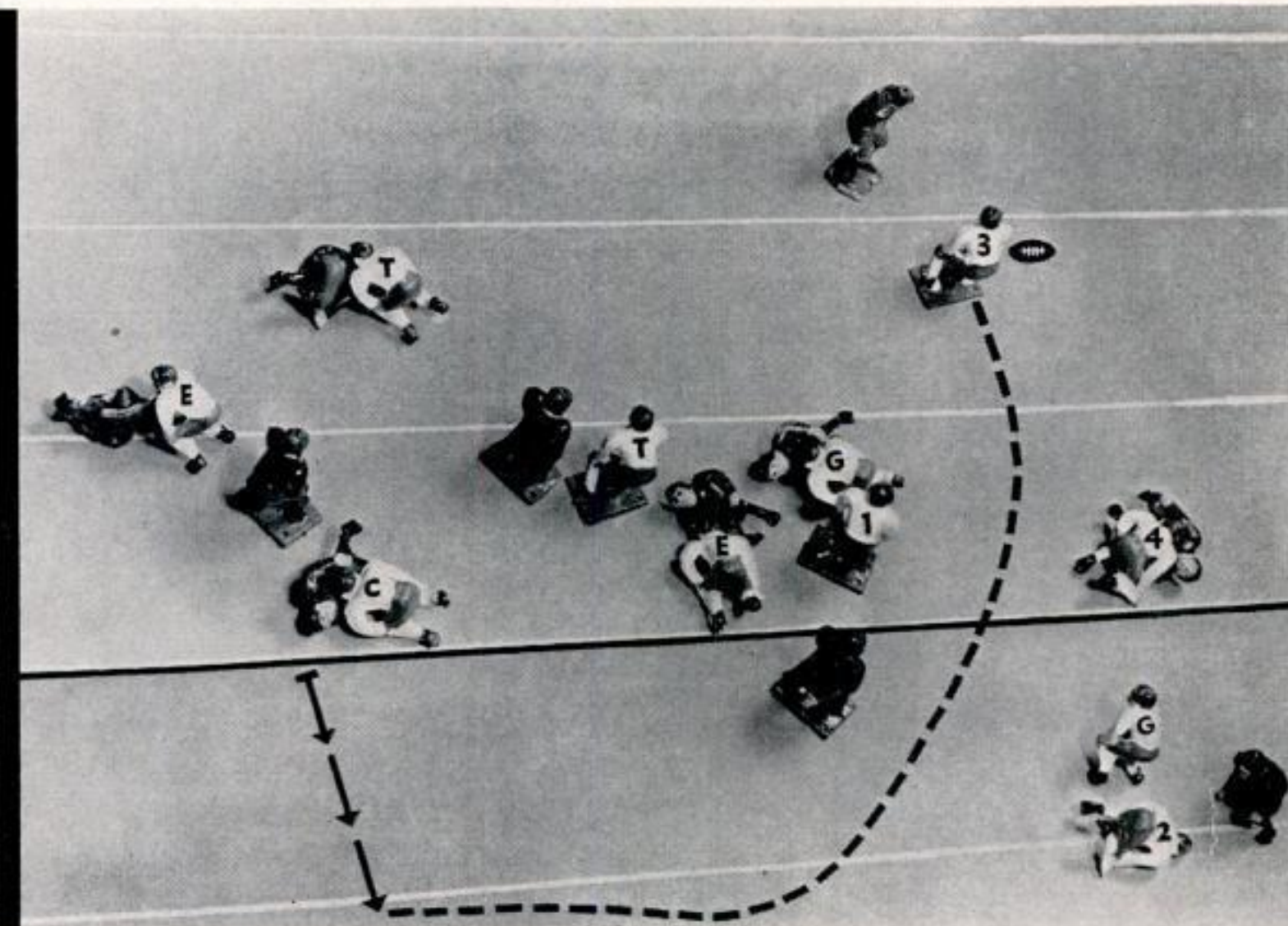
Punt vs. 7-1-2-1. The No. 3 offensive back moves backwards to kick, his fellow backs playing close in to the middle to protect the kicker from incoming linemen. The defense has sent its safety man back to catch the kick.



Double wing-back vs. 6-2-2-1. Two offensive backs are outside their ends hence "double wing." Since tricky plays come out of this formation, the defense spreads men wide, frequently sending ends further out than above.

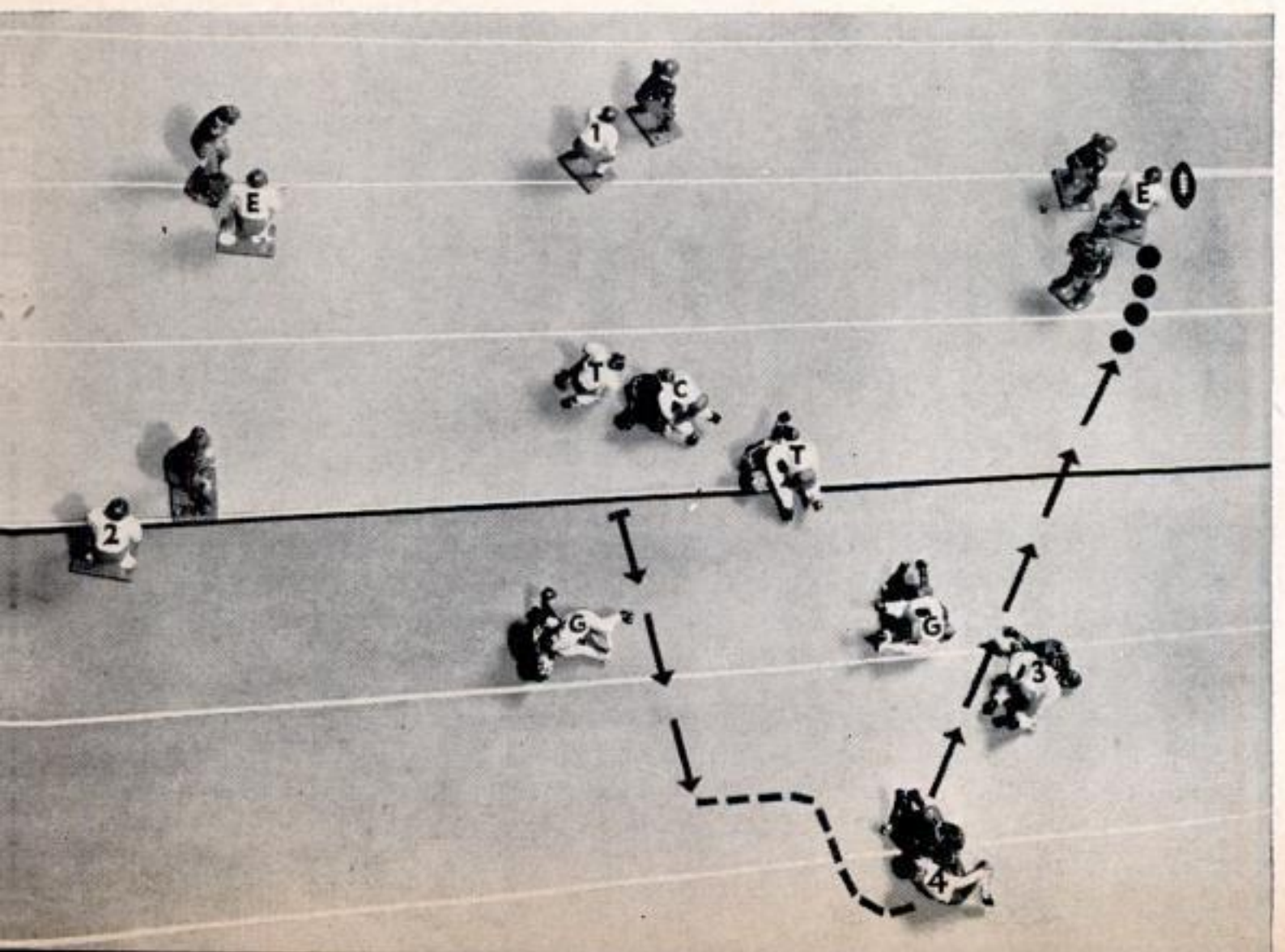


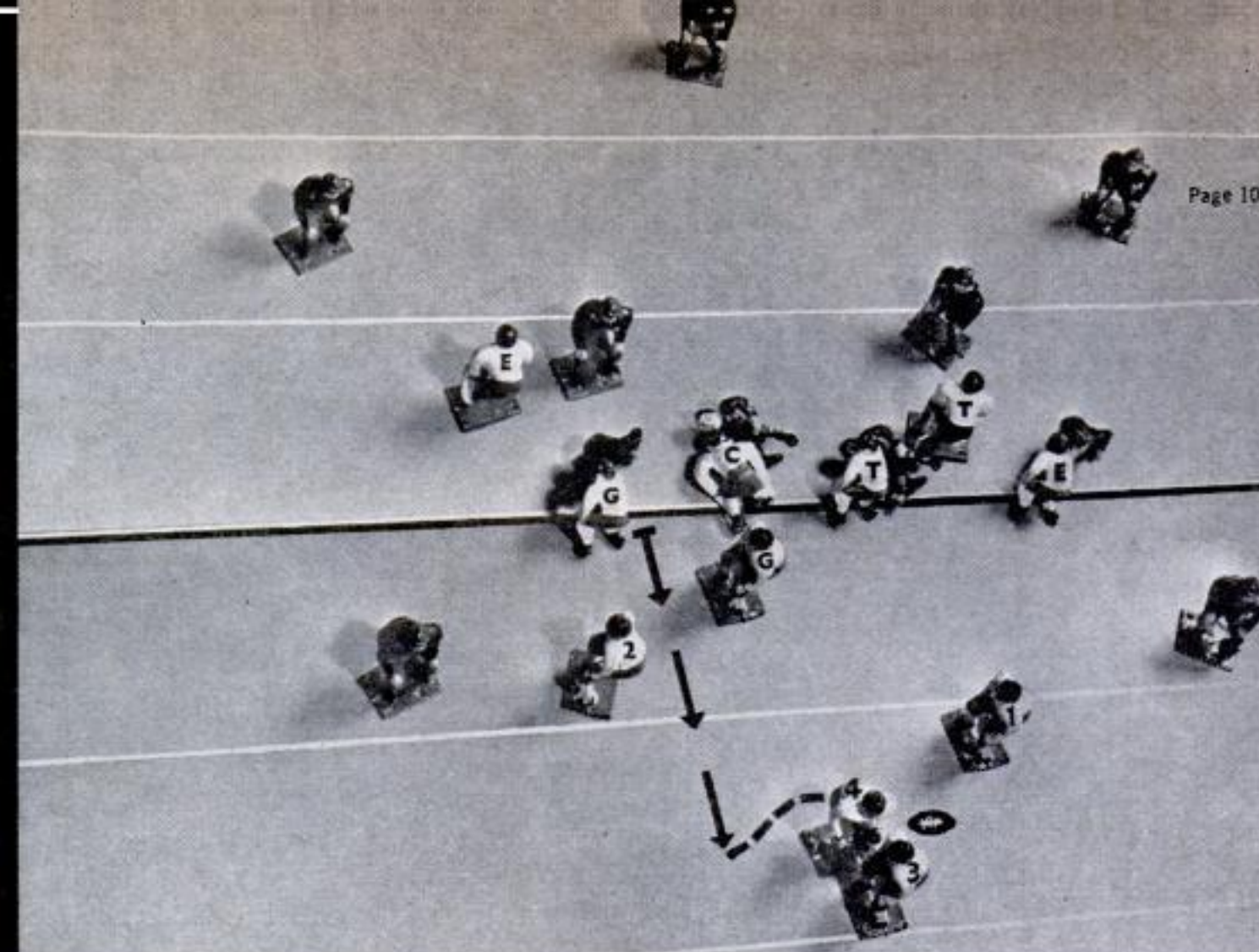
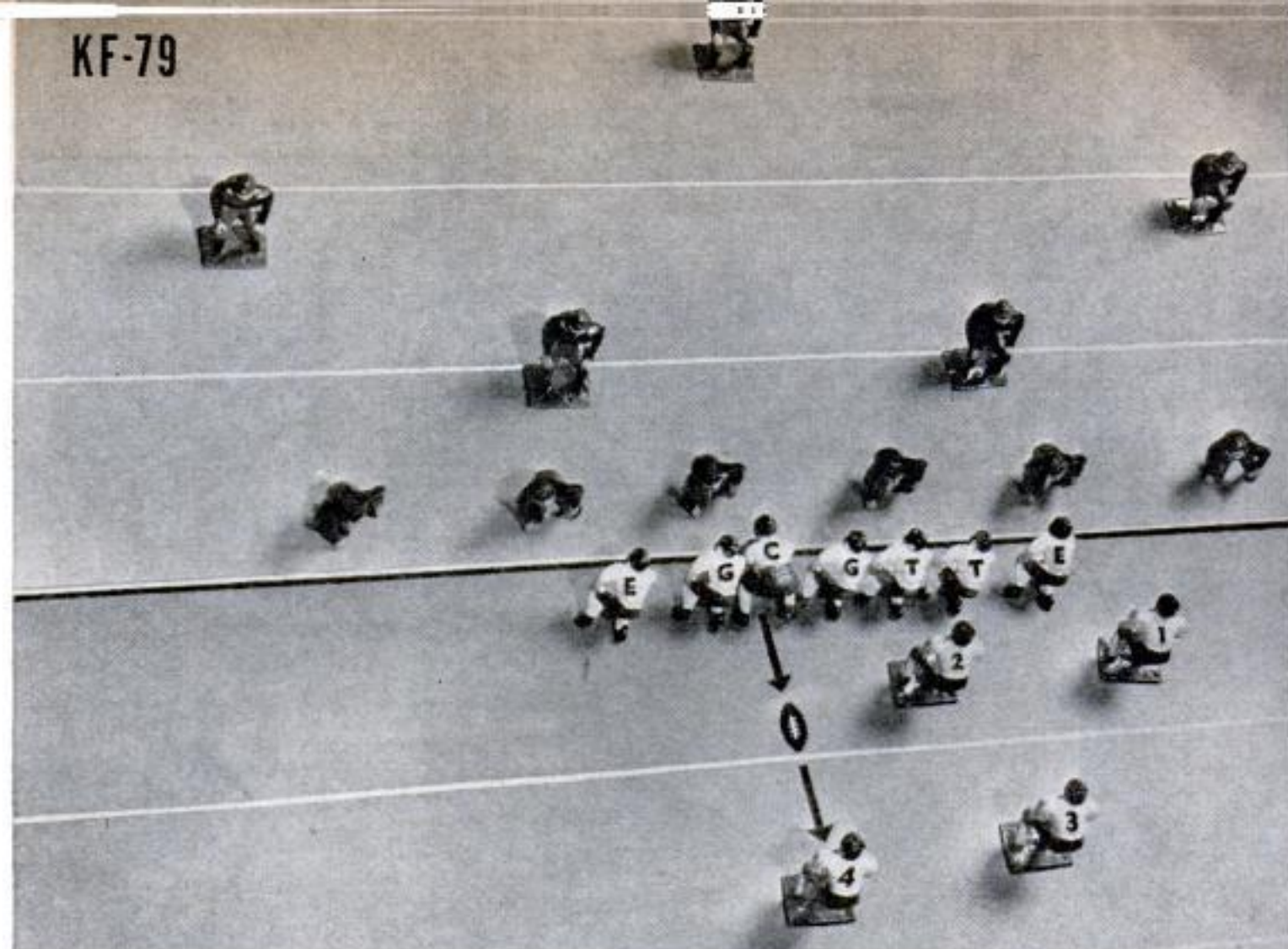
3 The runner has reached the scrimmage line behind the solid interference of the No. 4 back and a guard. No. 2 back and the other guard have smashed into the defensive left end, pushing him outside of the play. The No. 1 back and right end have taken out the defensive tackle, taking care to push him toward the inside, thus leaving a big hole for the runner.



3 The pass goes to the right end who catches the ball on the run over his shoulder and makes a nice gain of ten yards. He has slipped past the halfback who was watching him (the halfback will be bawled out by his coach for this) but the defensive safety man gets over in time to nail him. The other defensive backs, meanwhile, turn and run over to cover the play.

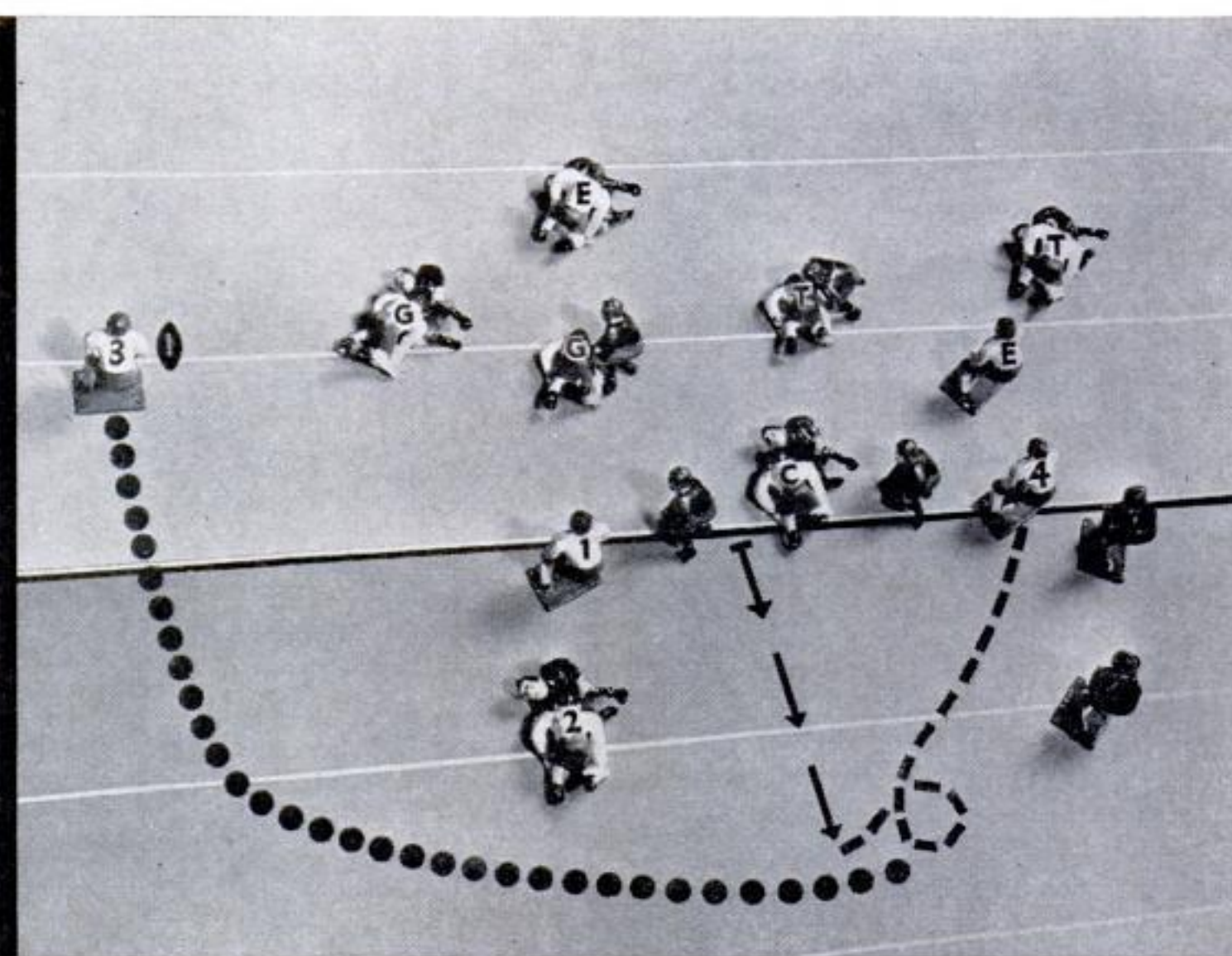
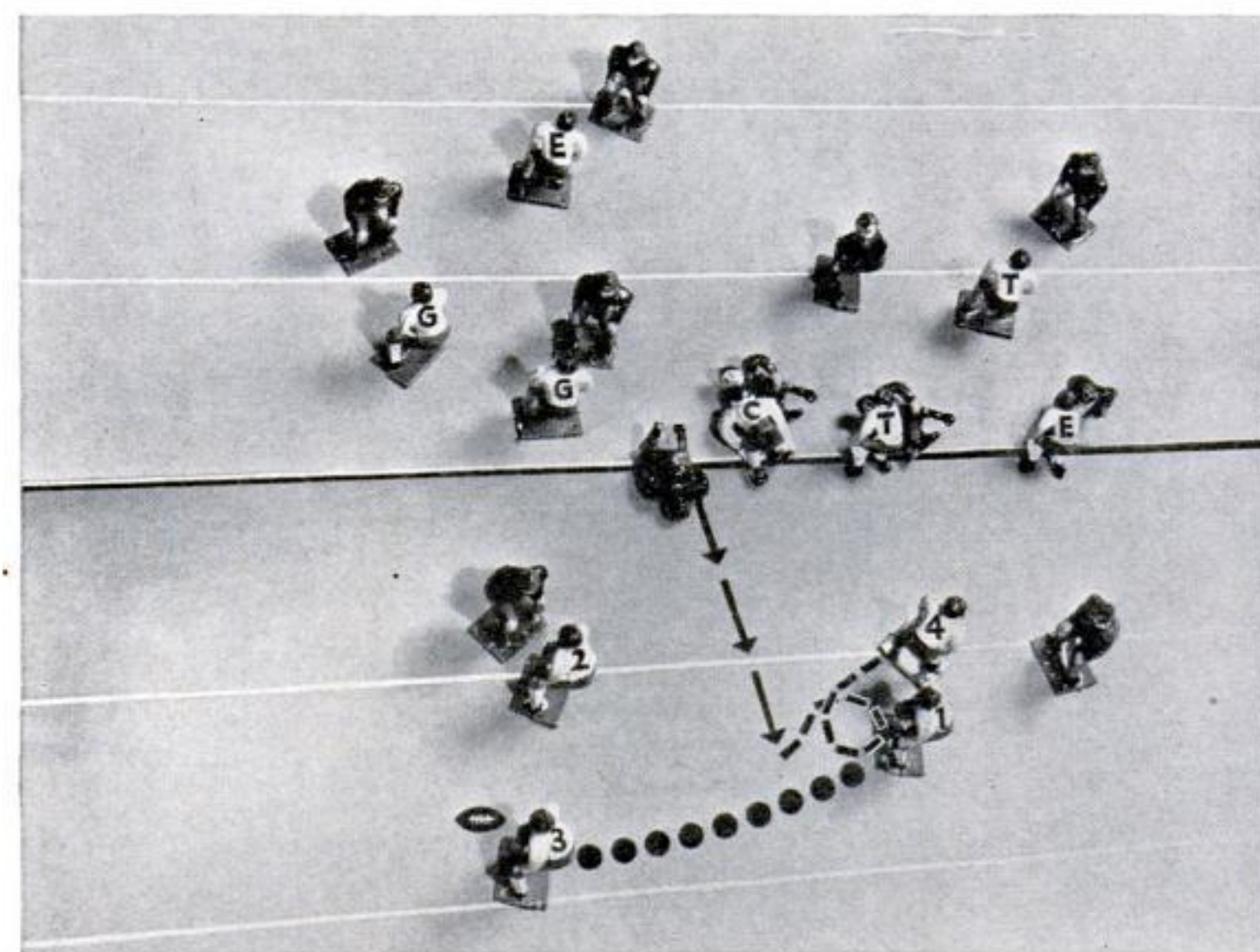
4 The interference has done its job so exactly that the runner has come through the scrimmage line untouched and has already gained almost ten yards. Only one defensive man stands between him and a touchdown. By knocking their men away from runner, interferers have opened a hole which sportswriters invariably refer to as "big enough to drive a truck through."





1 KF-79 starts out with almost the same line-up that started in forward pass play shown on previous page. The offense uses single wing back to the right, but line is unbalanced on the right. Its passing back, No. 4, stands in back of centre to take the ball. The defensive team lines up with a 6-2-2-1 defense. KF-79 is a variation on a "reverse play."

2 No. 4, carrying the ball, spins to the right. With his back turned to the scrimmage line, he hands the ball to No. 3, who will run to the left, or weak side of his line. The offensive left end has gone on into the enemy backfield. The offensive right guard has swung out to the left, indicating the real direction of the play.



3 No. 3 back now has the ball. But No. 4, to further confuse the enemy, completes his spin, pretends he is giving the ball to No. 1. No. 2 takes on the incoming right end and left offensive guard moves beyond scrimmage line into the secondary defense. Right end checks his tackle, then goes into the secondary to get the defense's safety man.

4 The defense, at first baffled by the trickiness of the play, has now been cut down by the perfect blocking of the offense. The offensive left end, who is the key blocker on this play, has knocked over the safety man giving the speedy ball carrier, who has run wide and then cut sharply down the field, a clear path to the goal line.



LOU LITTLE'S FOOTBALL

(continued)

"KF-79," shown above, is the play that made Lou Little the most famed football coach of 1934. With it, Columbia scored the touchdown which won its entirely unexpected Rose Bowl victory that season. Following year, "KF-79" blossomed in the repertoire of many another team and is still widely-used. It depends not only on the element of surprise, but on the most precise timing and blocking—of the sort that is shown in the expert body block at the left. The blocker here is Earl "Dutch" Clark, who is considered by many to be the greatest football player alive. As Quarterback of the Detroit Lions professional football team, Clark in five years of professional football, has been chosen five times as All-League professional back, twice unanimously. In 1935 and 1936, he led the National Football League in points scored. He can block as well as he can run, pass as well as he can kick. This year he is not only star but also coach of the Lions. On the preceding page, Clark demonstrates a perfect straight-arm.

PARIS AND HOLLYWOOD PICK MEN FOR BEAUTY



Winner of the contest for "The Most Beautiful Athlete in Europe" was France's Jacques Pasquet, 24, 154 lb., 5 ft. 7½ in., holding his first prize, a panther statuette.

Second prize, a pair of binoculars, went to Italy's Tino Chrisea, 25, 152 lb., 5 ft. 7 in. Notice (left background) Kees van Dongen, famous painter and judge of the contest.

Third prize, a piece of bric-a-brac, went to France's Andre Rolet, 32, 182 lb., 5 ft. 8½ in., onetime champion weight-lifter of Europe, now a vaudeville tableau-poseur.

"Most Beautiful Athlete in Europe"

One of the publicity stunts advertising the Paris Exposition was a contest for "The Most Beautiful Athlete in Europe." It was backed by two Paris newspapers and the French Federation of Physical Culture. Some 4,000 young men from ten European countries entered the contest and were reduced to 61 for the final eliminations in Paris on Sept. 19. Many of the contestants rubbed themselves with sunburn oil to make their bodies glisten and to bring out subtle excellences in muscling. This helped get the two men (above at left and right) first and third places. Others, such as the man in the middle, used ochre or iodine solution to achieve a red Indian skin. Others painted themselves with a purple permanganate solution. The French judges notably overlooked the blond Nordic entries, chose two Frenchmen and an Italian for the first three places. Hollywood's idea of a male body, however, is Glenn Morris, 1936 Olympic decathlon champion, cast for the lead in a new movie installment of Tarzan, the jungle man.



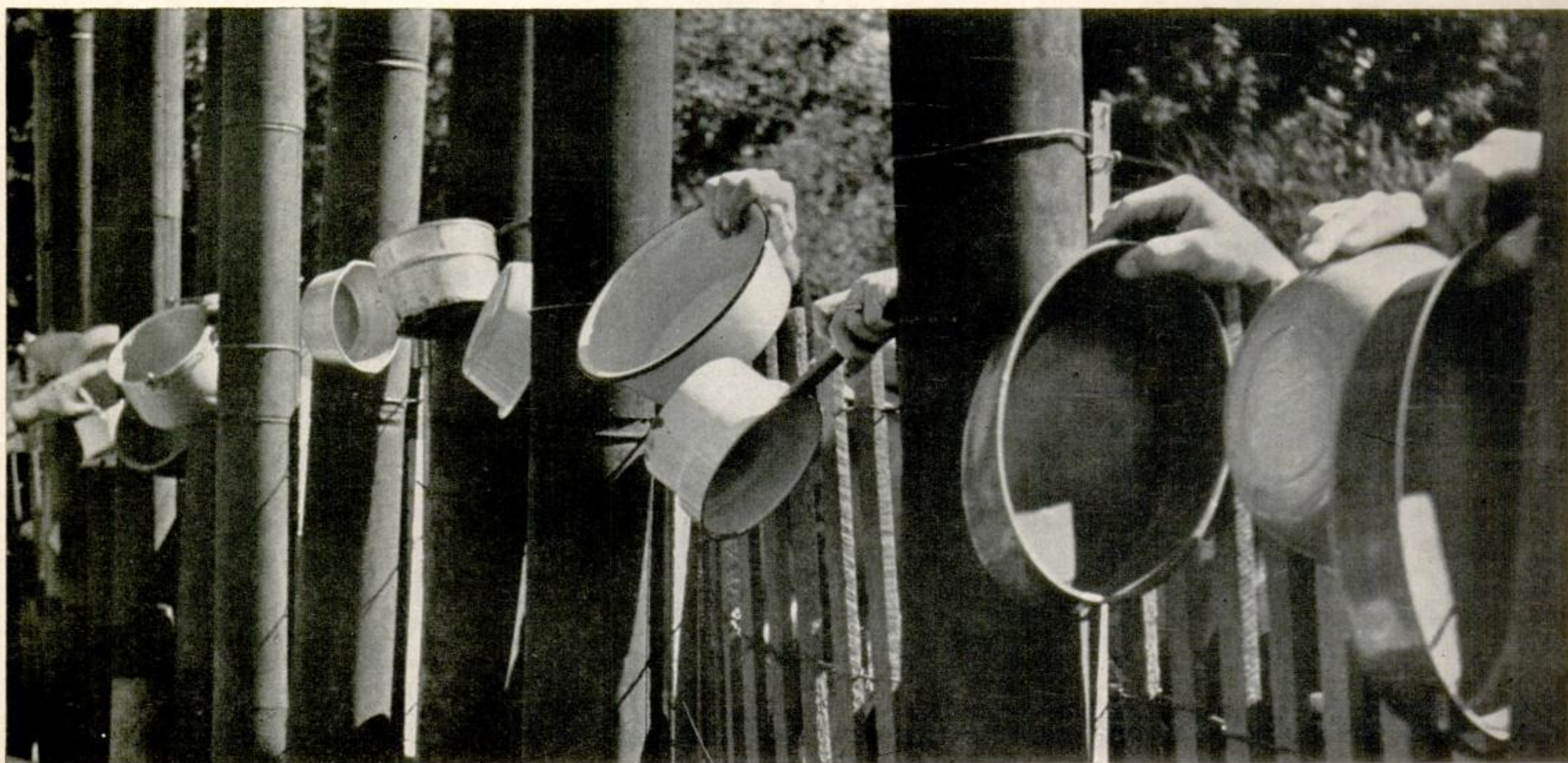
Hollywood body is Glenn Morris, 1936 Olympic decathlon champion, shown here rehearsing with 1932 Olympic Swimmer Eleanor Holm Jarrett for a new Tarzan movie.



French body is Contest Winner Jacques Pasquet, a physical education teacher in the town of Moulins in central France. He represents the Latin ideal of male beauty.



THE GREAT AMERICAN DRINK AS SEEN IN FORRESTON, ILL. BY PHOTOGRAPHER KORLING



THOUSANDS OF HUNGRY HANDS HUNG THEIR POTS OVER THE FENCE WHICH SEPARATED AND PROTECTED THE FOOD AND THE COOKS FROM THE VISITORS

SAUERKRAUT FESTIVAL IN AN ILLINOIS VILLAGE



FLORENCE RATMEYER WAS SAUERKRAUT QUEEN

The village of Forreston, Ill., (pop. 908) each year holds a one-day festival, luring thousands of people to its sleepy streets with the offer of free sauerkraut and frankfurters. Among the 25,000 people attending the festival last month was Photographer Torkel Korling whose report, printed here, is in itself more interesting than the festival. His photographs are excellent examples of the pointed photographic *reportage* which is the most significant modern use of the camera. Mr. Korling paid sharp attention to incidental physical detail. Out of photographs of cups of muddled coffee, cauldrons of forlorn frankfurters, strewn rubbish, he has built a careful document of small-town jamboree.

Actually the festival seems a little pointless. Forreston is not a sauerkraut centre. It imports its kraut from Wisconsin. The celebration is held because a native of Forreston once visited a kraut festival in Iowa and thought it would be nice for Forreston to have a kraut festival too. It costs \$1,500, paid by the town's businessmen and concessionaires. This was spent largely on 1,200 lb. of frankfurters, 45 gallons of sauerkraut, 12,000 buns and 1,000 loaves of bread which were consumed by 12,000 guests. After dinner, another 12,000 visitors came, kept the night alive with gaiety until 2 a.m. when the last concession closed and the last visiting foot crushed softly on the litter of paper plates and cups.



THE MORNING SHADOWS FALL PROTECTINGLY ACROSS 1,600 POUNDS OF COOKING FRANKFURTERS



FORRESTON HIGH-SCHOOL BAND PROVIDED PARADE MUSIC



CONCESSION TENTS LINED THE MAIN STREET



CHEFS STIRRED KRAUT CAULDRONS WITH PITCHFORKS



DEUTH'S STORE SOLD \$75 WORTH OF POTS AND PANS

THE FOOD RUSH BEGAN AT 11 A.M.





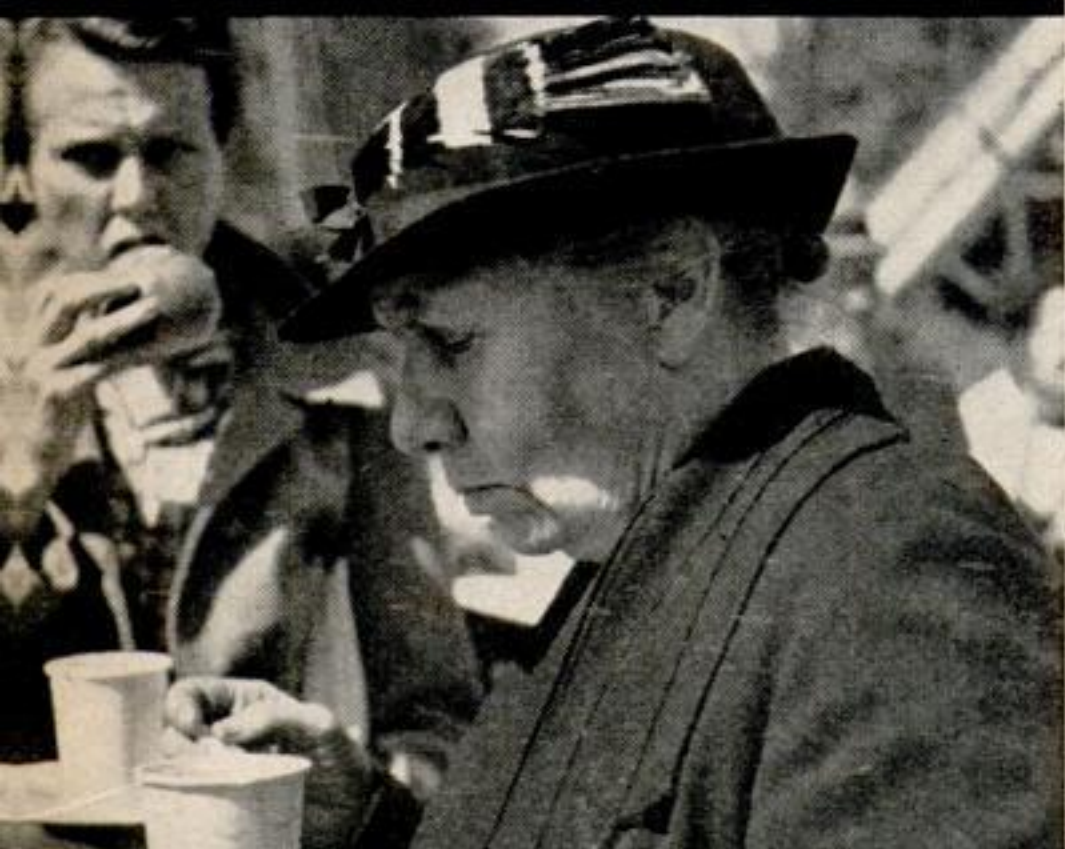
BY 11:30 PORTIONS WERE GETTING SMALLER



BY 12:15 THE HOT DOGS WERE ALL GONE



THIS KRAUT LOVER CAME ALL THE WAY FROM CHICAGO



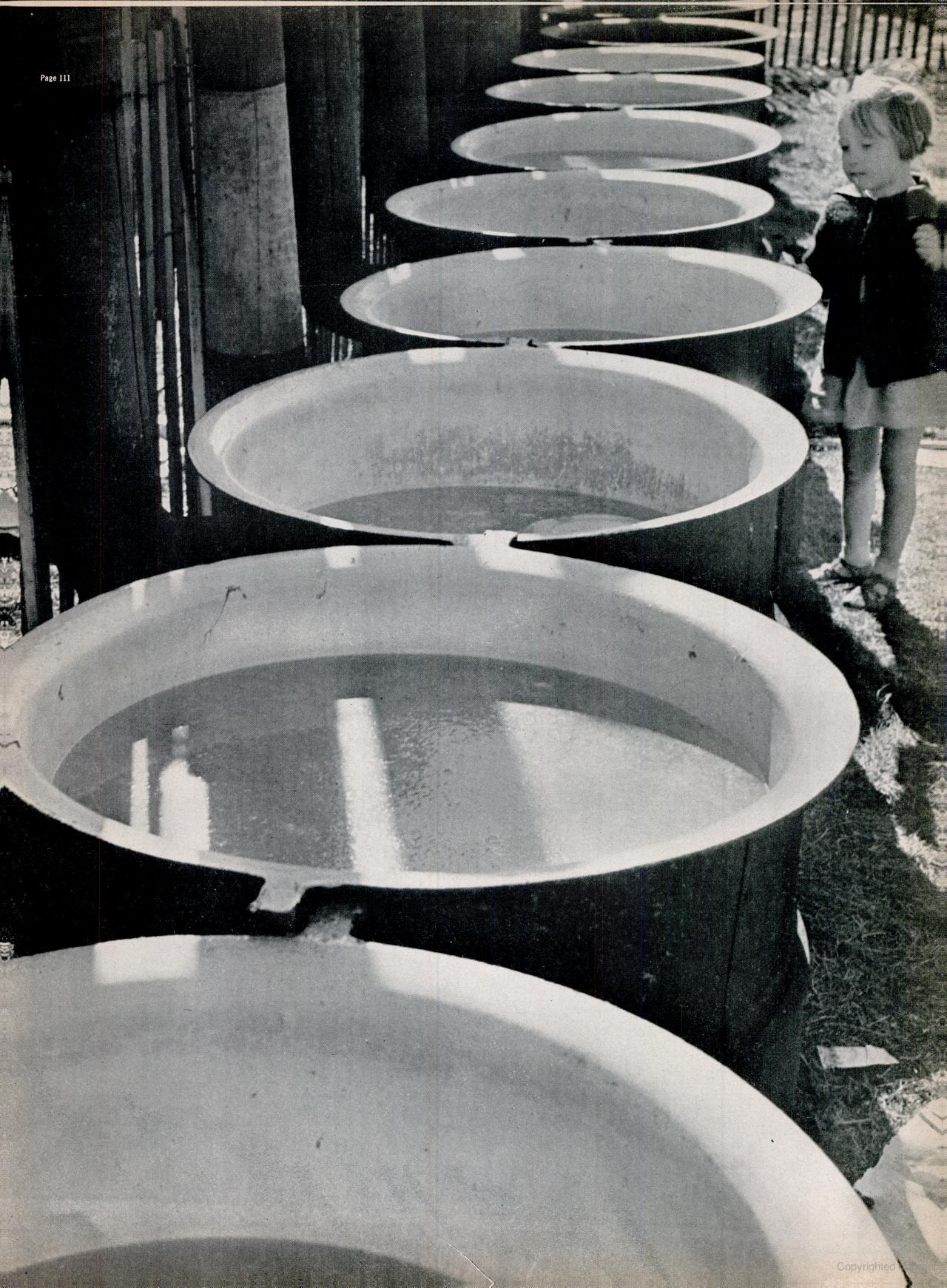
THIS LADY ATE IN MIDDLE OF THE STREET
EVERYWHERE YOU WENT YOU STEPPED ON PAPER PLATES



CHILDREN WANDERED ABOUT LOOKING FOR LEFTOVERS. ALL THAT WAS LEFT WAS COFFEE (OPPOSITE)



LIKE A HORDE OF GRASSHOPPERS, THE VISITORS ATE, THEN MOVED ON LEAVING RUBBLE BEHIND



Private Lives



Treat Yourself to REST AND RELAXATION

● Can you think of anything more relaxing to the body, more refreshing to the spirit than the caressing smoothness of a LINIT BEAUTY BATH? Whether in the morning with a busy day's work ahead or in the evening with a night's entertainment to look forward to, fifteen minutes of complete relaxation in a LINIT BEAUTY BATH will bring to you the joy of living and the zest for going places. Merely swish a handful or two of LINIT in your tub of warm water and step in. You will find yourself enjoying a delightful and restful BEAUTY BATH that gives the thrilling sensation of bathing in rich cream. And the LINIT BEAUTY BATH leaves you with a fresh, rested appearance — your skin soft and smooth as the Gardenia petals of your evening corsage.



The Bathway to a Soft, Smooth Skin



Phoebe Rose Korn of Washington D.C. astonished her parents and the Sibley Memorial Hospital staff by being born with two teeth. According to the best dental opinion, Phoebe is a baby in 100,000. She may expect her premature incisors to be joined by other milk teeth at six months, to fall out normally with the rest of her baby teeth when she is 7.



Irene Castle McLaughlin, former dancing star, on being awarded \$750 a month temporary alimony from her husband by a Chicago judge, raised her hands in horror, promptly ejaculated, "I just don't know how I'm going to get along. Really, I'm frantic. I've limited myself to three local telephone calls a day. How on earth can I keep up with my facials?"



Crown Prince Paul of Greece will marry his first cousin once removed, Princess Frederika Louise (*below*), granddaughter of the ex-Kaiser of Germany. An expert flier, he stunted over Athens when the

Lindberghs came there in March. In 1926, he visited the U. S., sat at bench of Chicago's Criminal Court while Judge Harry Miller (*above, left*) set the date for an alleged murderer's trial.



Princess Frederika-Louise-Thyra-Victoria-Marguerite-Sophie-Olga-Cécile-Isabelle-Christa, who may some day be Queen of Greece, is the 20-year-old daughter of the former Kaiser's daughter, the

Duchess of Brunswick. Born in Germany and reared in Austria, she later went to school in England. *Above* you see her in 1934 getting outfitted for school at the London department store of Harrods.

CONTINUED ON PAGE 114

She wears a size 6 glove
a 5½ shoe, and her hosiery security number is

R - 16½ - 12½ - 8 - 9

● She goes to a good couturier and a good hosiery manufacturer. As a result she looks like ten million. Occasionally, because her eye is fashion-quick, she takes short cuts—but not on hosiery. Why experiment further? She has found exactly what she wants in Realsilk Personal Fit Hosiery.

Her hosiery security number is not just foot length. Foot width is needed for shoes. Leg widths are needed for hosiery. It's the size of a stocking in the ankle, the calf, in the thigh and its length that make it really fit.

Realsilk is famous for *fresh* silk hosiery. You know Realsilk's Grenine twist which reduces the danger of snags fully 50%. To these famous qualities Realsilk now adds the new fashion-fit idea. Give five measurements and your hosiery is selected out of hundreds of different proportions constantly in process at the Realsilk mills. It's a delightful new experience—hosiery that fits snugly without pull or strains.

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Realsilk Hosiery Mills, Inc., Indianapolis, Indiana
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On this Hosiery Security Card, brought you by the Realsilk Representative, go all your five measurements—length, thigh, calf, ankle and foot—all necessary for Personal Fit Hosiery—the new way to long life in beautiful hosiery.

REALSILK PERSONAL FIT SERVICE	
<i>Hosiery Security Card</i>	
ISSUED (date) _____	
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ADDRESS _____	
CITY _____ STATE _____	
foot _____	length _____
calf _____	ankle _____
(over)	



Silhouette In Black—from Germaine Monteil—High hat, crushable muff and short jacket, of Persian Lamb. Dress, black wool and taffeta. Black suede shoes and hose that fit like a gleam of autumn sun—Personal Fit from Realsilk in Incatan, one of the smart new fall shades—Photo by Steichen.

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"Friends admire our Devoe-painted house. That's 'Slat' Hardin (below), Olympic hurdling champ, praising the Devoe 2-Coat System."



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1 West 47th Street, New York, N. Y.
Send me your free, illustrated book.

Name _____
Address _____
City & State _____

Private Lives (continued)



Mr. and Mrs. James Reilly of Yonkers, N. Y., celebrated their golden-wedding anniversary with a nuptial mass at a local monastery. Above they renew wedding vows before Father Ivo Wiendel. Later

they attended a reception given by their son where they danced, consumed champagne and strawberry ice cream. A former chauffeur, Mr. Reilly is now general superintendent of a Palisades estate.



Enzo Fiermonte made this face, then rushed through the kitchen door when photographers snapped him dancing with Actress Anita Colby at Manhattan cocktail party. Taken maliciously because Enzo slugged a photographer recently, the picture bolsters the rumor that Fiermonte, now living at the N. Y. Athletic Club, is on the outs with his rich wife.



Walter Greenwood, English writer, whose proletarian play *Love on the Dole* was a huge success both in London and New York, married Pearl Osgood, 25-year-old U. S. actress, at a London registry office. Born in poverty and a moving spokesman for the unemployed, Author Greenwood has little patience with professional Marxists, says, "They give me a pain."



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FOR THE MONEY
Two
FOR THE SHOW
Three
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- 1 For your hosiery money,—long wear from invisible extra silk, guarding every thread.
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Guarded by INVISIBLE EXTRA SILK
DAVENPORT HOSIERY MILLS, INC.
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NOW IS THE TIME TO DECIDE

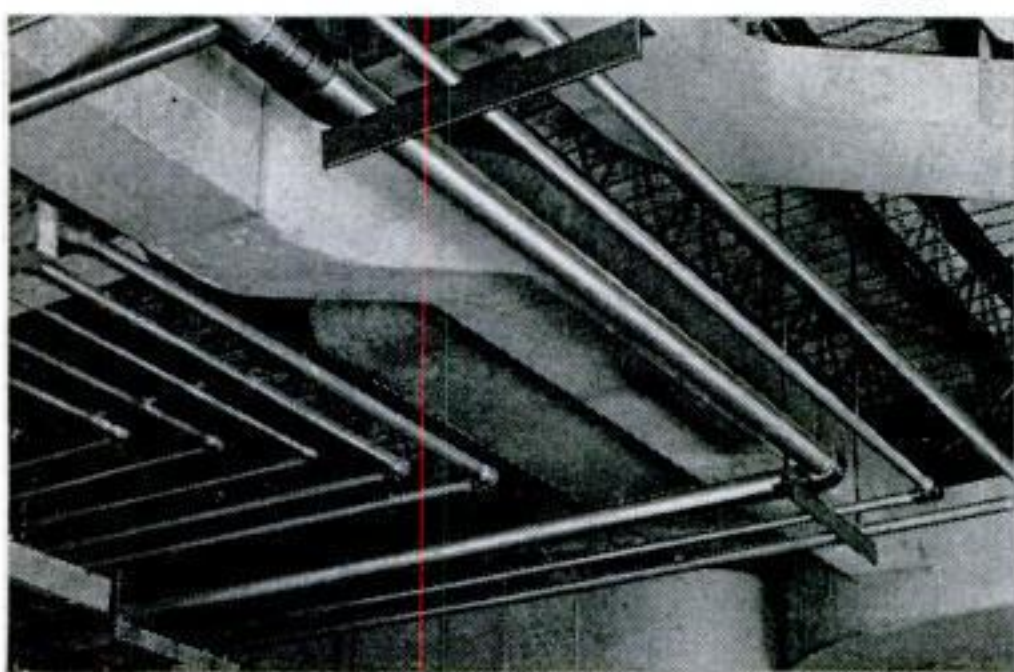


While your home is in the "blueprint" stage is the time to decide a fundamental question . . . "Shall we use only the best materials, and so secure a permanently trouble-free house?"

Revere's new 32-page booklet, "The House You Live In," is designed to help you settle this question. It is full of suggestions on making your

home more comfortable and lasting.

Write for this booklet. Study it. Then discuss plans and budget with your architect. He will advise spending money *first* to include those things which guard your home against quick depreciation and expensive repairs.



FOR EXAMPLE: PIPING:

"If the water supply system does not function properly, the entire household is inconvenienced. If leaks occur, costly damages are possible to walls, ceilings and furnishings. Select Revere Copper Water Tube or the Revere Brass Pipe best suited to the water in your locality."

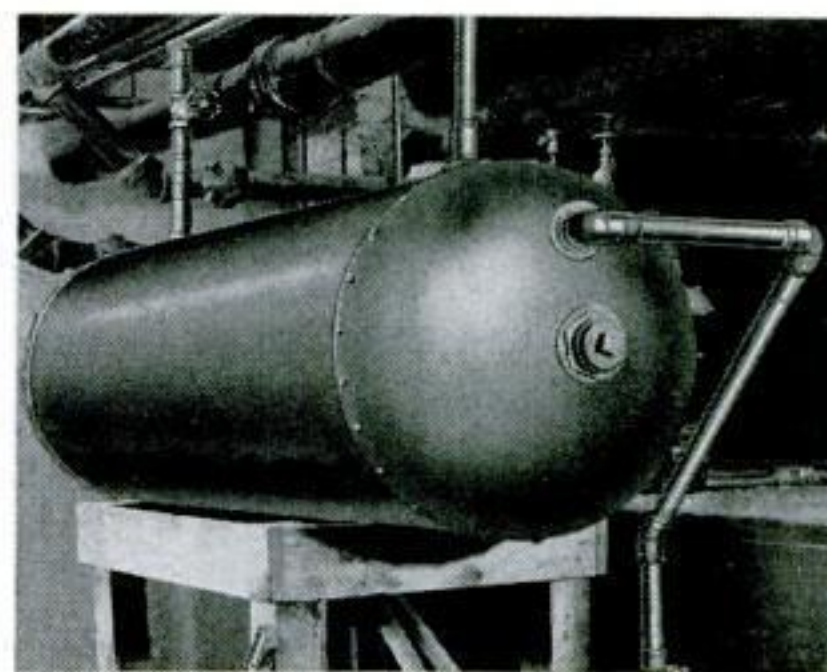
Every one who is planning to build, buy or remodel should have "The House You Live In." Send coupon for your copy. Also check the coupon if you want the Giftware Catalog.

Revere Giftware . . . Connoisseurs remember Paul Revere as the creator of some of the finest examples of Colonial silverware. The traditions of the Founder are carried on in a line of Revere Giftware. Ask to see them at your gift or department store . . . or ask for illustrated catalog.



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"The sheet metal used on roofs at points where there are angles or valleys in which the roofing material comes in contact with the chimney, etc. Use Revere rust-proof Copper for flashings, valleys, gutters and downspouts. Also, for hoods and canopies."



HOT WATER TANK:

"Hot water is more corrosive than cold water. Rust-filled water is a nuisance and frequently causes staining of clothes, as well as fixtures. Avoid these annoyances by installing a rust-proof tank made of Revere Copper or Herculoy . . . high strength silicon-copper alloy."

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LIFE'S PICTURES



Myrna Loy's favorite photographer is tall, dark Virgil Apger, who sports baggy clothes. At 16, he ran away from his father's farm in Indiana, joined the U. S. Marines. After two years at sea during which he spent his spare time studying photography, he went to Hollywood, finally landing a job as portrait photographer for M-G-M. His assignments now include many top-ranking M-G-M stars, and his latest pictures of Myrna Loy at home are shown on pp. 49-50.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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As you can see from the accompanying candid camera shots, the wives of the world are aroused, not to say all upset, by the goings on of Paramount's "Angel" as delineated by that ever alluring, ever lovely lady, Miss Marlene Dietrich, with the assistance of the Messrs. Herbert Marshall and Melvyn Douglas. For does not "Angel" do what all women at some time wish to do, what no woman ever dares to do? . . . Does she not succeed in making the third side of the eternal triangle equal the sum of the squares of the other two sides? Does she not, with the felicitous lilt of Mr. Ernst Lubitsch's direction, provoke a tempest which will stir the teacups of the nation for many a month?



Parade their grievances do these aroused matrons who back "Angel" in her drive for a higher standard of loving—a campaign rapidly becoming a movement like "The Big Apple."



"All those in favor of supporting 'Angel's' stand against boring husbands say 'Aye.'" Club women of the nation forget local problems to support "Angel" with united front.



Bridge of Sighs. Female forces of the nation call a spade a spade as they post-mortem "Angel's" unconventional bid in hearts which, as you'll see, nets her a grand slam.



WHAT DOES ANGEL DO?

She dares to love two men at the same time!!!

Eternally Interesting Triangle. Melvyn Douglas, Miss Dietrich, wearing a simple gown, bedizened with gold beads, pearls, diamonds, rubies and sable, and Herbert Marshall.



SYLVIA SIDNEY AND LESLIE BANKS PLAY TROUBLED, ILLICIT LOVERS



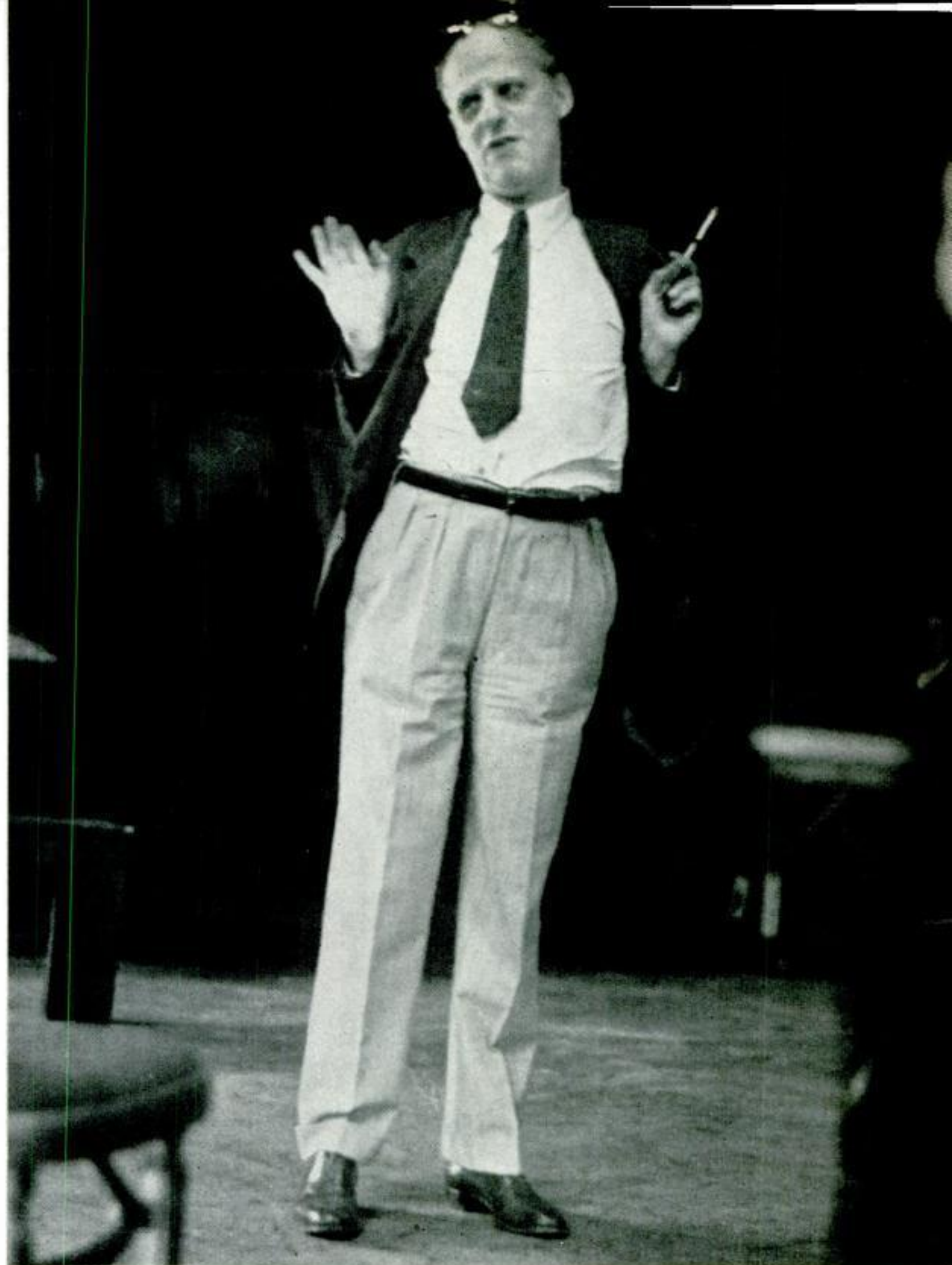
THEIR REHEARSED EMOTIONS HAVE AN UNDERTONE OF MISGIVING

IN PLAYFUL, AFFECTIONATE MOOD MISS SIDNEY HAS FUN WITH HER LOVER ON SOFA. NOTE STAGE CONFUSION AT REAR, TYPICAL OF REHEARSALS





LOVERS' DOUBTS VANISH AT WELL-REHEARSED MOMENTS LIKE THIS



DIRECTOR PHILIP MOELLER WEARS GLASSES PURELY FOR DECORATION

Life Goes to a Rehearsal of a Ben Hecht play with Sylvia Sidney



Critics had hardly a good word to say about the first six plays which opened the Broadway season. What they or the public will say about the next fifty will be sweepstake fame and fortune for only a few of the hundreds of palpitating playwrights, producers, directors, stage designers and actors involved.

No exception to the highly speculative nature of his profession is Playwright Ben Hecht (left) who boasts that he spurned a \$6,000-a-week job in Hollywood to write a work of art called *To Quito*

and Back. Indeed he has rewritten it ten times, mulling every word, talking of little else for over a year. But although he is a crack playwright (his *Front Page* in which Charles MacArthur collaborated made him rich) and although the cast includes Sylvia Sidney and Leslie Banks and although the Theatre Guild staged and costumed it with customary competence, not even *To Quito* is a sure-fire hit. Opening in Boston its talkiness was called "a devastating handicap." But Author Hecht was reluctant to make cuts because the play expresses political and emotional feelings which are deeply personal.

LIFE takes you to a rehearsal of this serious theatrical effort. In it, a middle-aged Manhattan author, Aleck Sterns (Mr. Banks), deserts wife and civilization to go with his secretary Lola Hobbs (Miss Sidney) to revolution-torn Ecuador. On these two pages you see Miss Sidney and Mr. Banks making love earnestly in an atmosphere of dusty props, insistent prompters and general disorder.

For the play's Politics—which the theatre has a way of ruthlessly subordinating to Love—turn the page.

IN AN ECUADORIAN RAILWAY STATION, MISS SIDNEY AWAITS HER LOVER



CONTINUED ON NEXT PAGE

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To Quito (continued)

Political hero of *To Quito and Back* is the revolutionary general Zamiano (Joseph Buloff), shown below in a rehearsal scene with Aleck Sterns (Leslie Banks). An up-from-the-ranks reformer whose weakness is a tendency to go to sleep during conferences, Zamiano is capable of such strategy as keeping his followers out of doors because "they're no good inside a house. They turn into servants." Aleck, beset with the continual conflict of his love for Lola versus an inability to hurt his wife by asking for a divorce, finds in Zamiano's communistic ideals a welcome release. Play's end finds him dying on an off-stage battlefield along with Zamiano in a fight against overwhelming Fascist odds. Although Zamiano has vitality and bounce and is apparently a political spokesman for Playwright Hecht, his importance as reformer seems secondary to his role as an influence vitiating the struggle between Aleck and Lola. For the latter stage of their complicated and tragic relationship, turn the page.

COMMUNIST ZAMIANO FINDS A DISCIPLE IN AUTHOR STERNS



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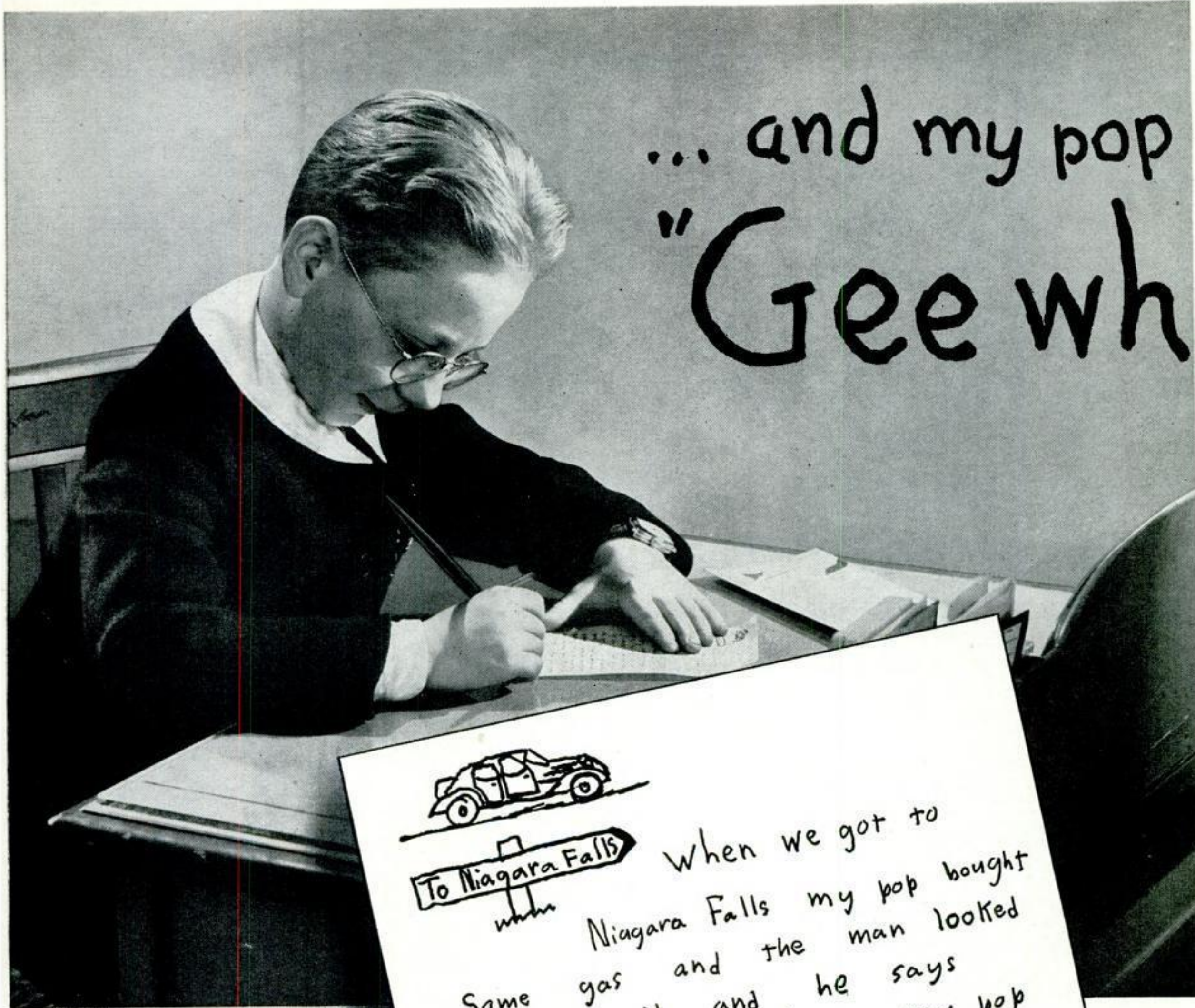


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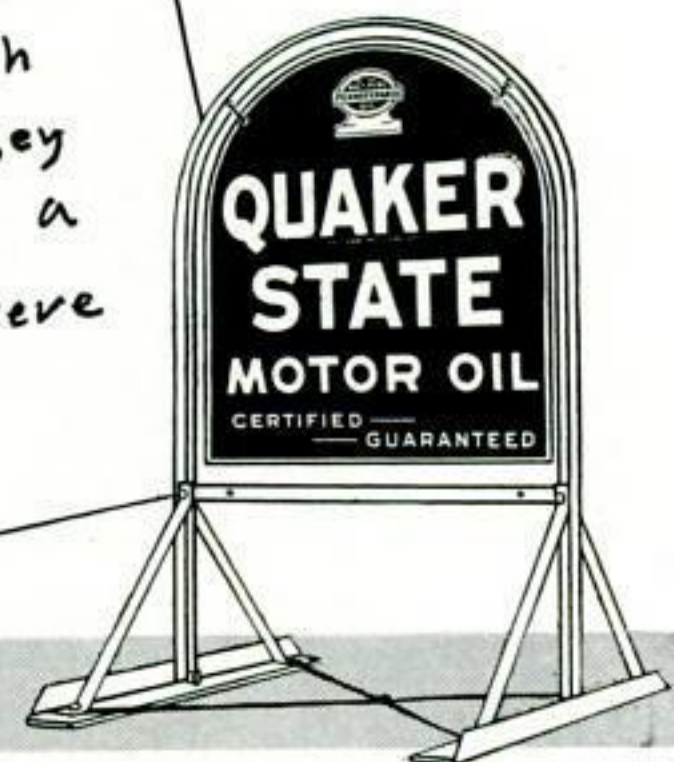
... and my pop says,
"Gee whiz,



When we got to
Niagara Falls my pop bought
Some gas and the man looked
at the oil and he says
"It's still full" and my pop
says "Gee whiz, I never went
that far without adding oil
before. And the man says "
"It must be Quaker State."
My pop says "Sure, but how
did you know it was Quaker
State?" The man says "People are
generally surprised how much
farther they go when they
use Quaker State." Having a
swell trip. Wish you were
along."

Hal

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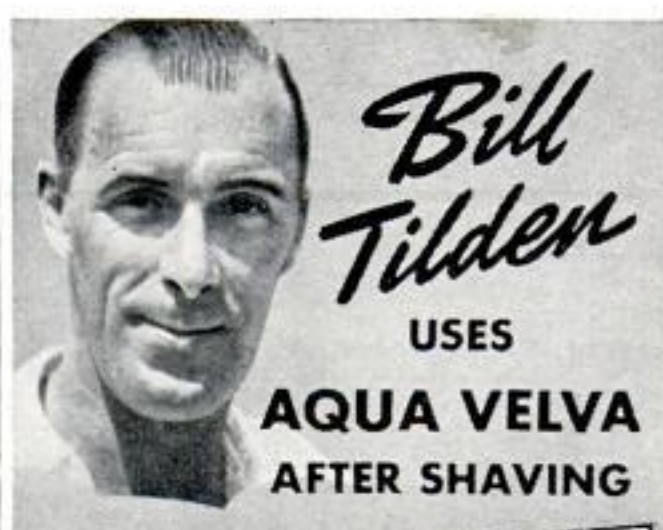


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To Quito (continued)



Tragic disillusion comes to Lola as she learns from a telegram that her lover's wife is not divorcing him. Her friend Countess Rivadavia tries to console her.



Hatred for her lover is Lola's paramount feeling when she learns that he has deceived her. But when he dies in battle against the Fascists she feels even worse.

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GLORIOUS company for any occasion...delicious refreshment for any day or evening... Schlitz is a beverage you can be proud to serve and happy to drink yourself.

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In the refrigerators of homes, big and small, you'll find Schlitz Beer—ready and waiting to bring gracious hospitality, good cheer and royal refreshment to any hour or occasion.



*[You don't have to cultivate a taste for Schlitz—
you like it on first acquaintance and ever after.]*

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JOS. SCHLITZ BREWING CO. Milwaukee, Wis.

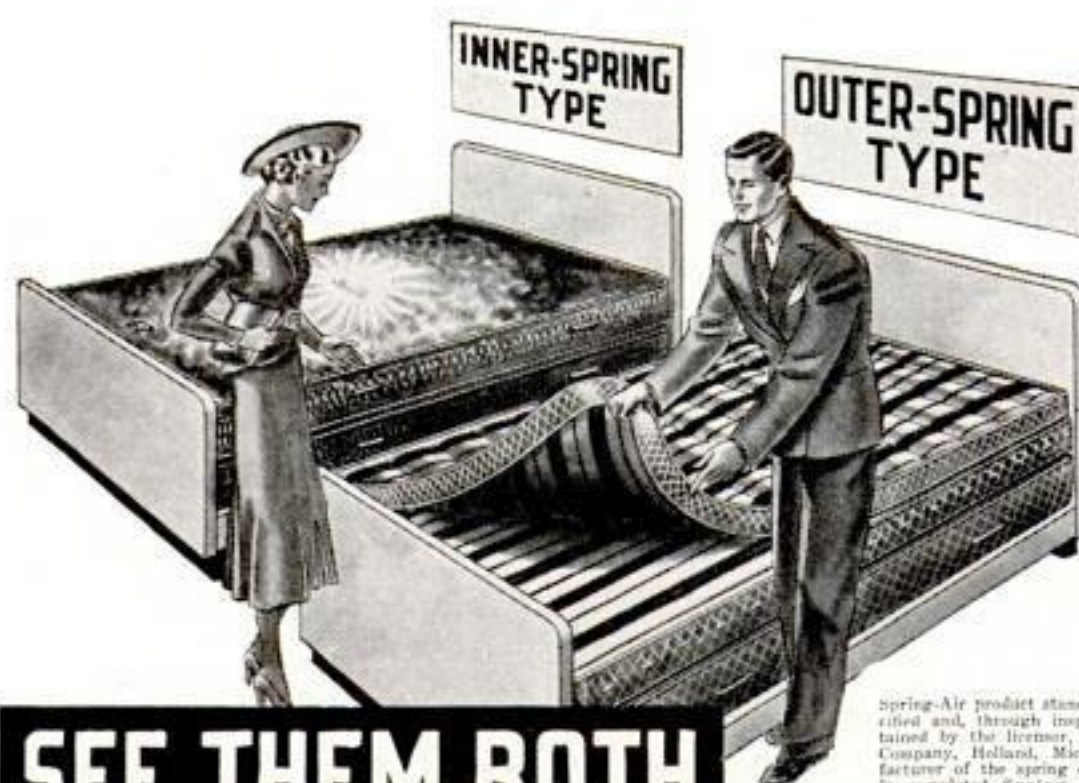
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"SOOOO-EEEE!" "CHARRRLIEEEE!"

Hogs and Husbands Usually Respond

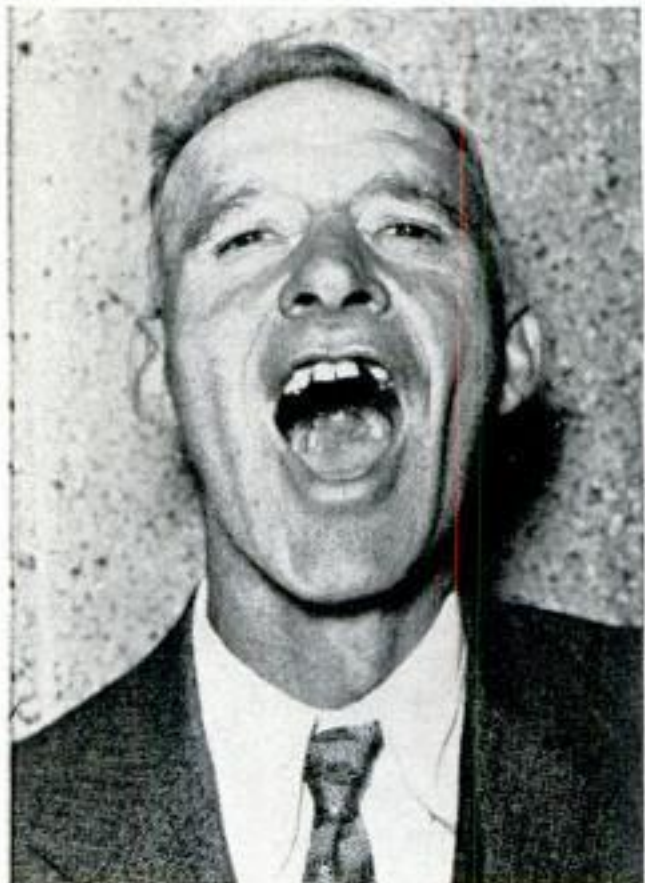
Though syllables differ, U. S. farm methods of summoning hungry mouths to trough and table are essentially uniform: a deep breath, an upraised diaphragm, a hornlike note that lifts above the murmur of trees and restless grain. In the Midwest the preferred rune for hogs is "Soo-eee," to which some eclectics add "Coo-eee" or "Pig-eee." In Mississippi porcine ears twitch to "Aowoo-pig-pig-pig," and in Louisiana to the "Bayou beller": a slow "Eh, la-bas." Husbands, however, usually answer to their own names. Below are winners in hog (left) and husband (right) calling contests at Chicago's Jubilee Farm Week Festival, Sept. 18. Prizes: \$50, \$25, \$15.



1ST—F. S. FUNK, OTTAWA, ILL.



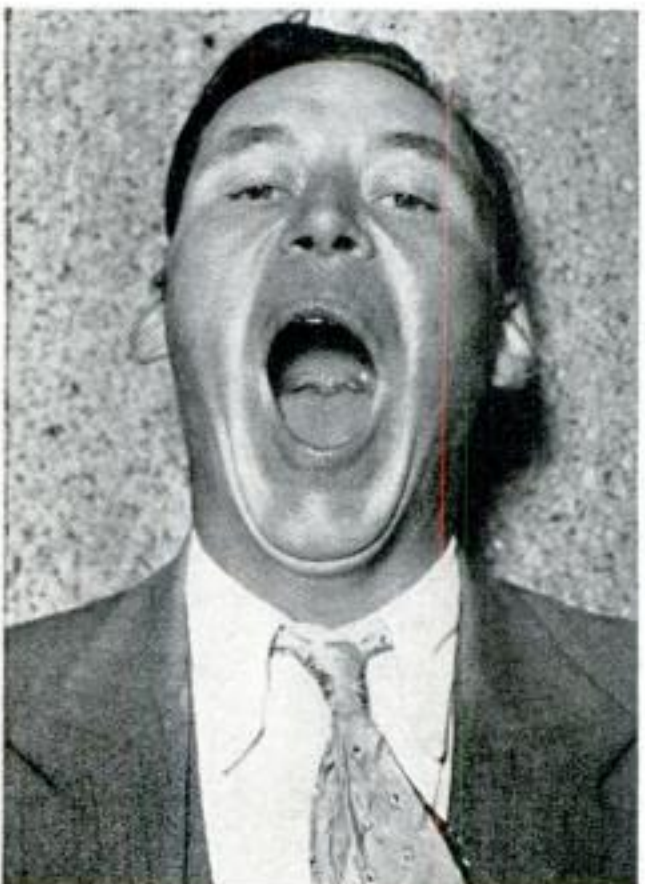
1ST—MRS. M. BERGER, MACY, IND.



2ND—J. JENKINS, BELOIT, WIS.



2ND—MRS. C. MEYER, PEOTONE, ILL.



3RD—A. RASMUSSEN, MORRIS, ILL.



3RD—MRS. A. OLAN, KINGSTON, ILL.

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KENTUCKY STRAIGHT BOURBON WHISKEY

Mum
is men's,
too,
you know



Don Herold Says:

MUM is as masculine as soap!

It just happened that women took to Mum first, but that's no sign they own it. They've no monopoly on it. Mum is men's too.

A lot of men were shy of Mum because they saw it over there on their wives' dressing tables for years before they ever thought of using it themselves.

But some thinker of the male sex (oh yes, we have them) finally said to himself, "Men (because they wear more clothes and are more active) are even more apt than women to be guilty of perspiration aura a half hour after a good bath—and when a man is, he's just as big a liability to have around as a woman who is."

So Mum has . . . rightly . . . become just as logical an item in a man's toilet outfit as soap, shaving cream, shaving lotion or talcum powder.

And millions of men have seen the sound sense of Mum-surance and now make a daily habit of two dabs of Mum underarm each morning and maybe again before evenings out. (Some use it on feet, too, to keep hose and shoe linings fresh.)



I apologize
for the years
I didn't
use it

Mum is a pleasant, fragrant cream which stops underarm perspiration odor for a day, without interfering with perspiration itself. You'll even like yourself better after using it.

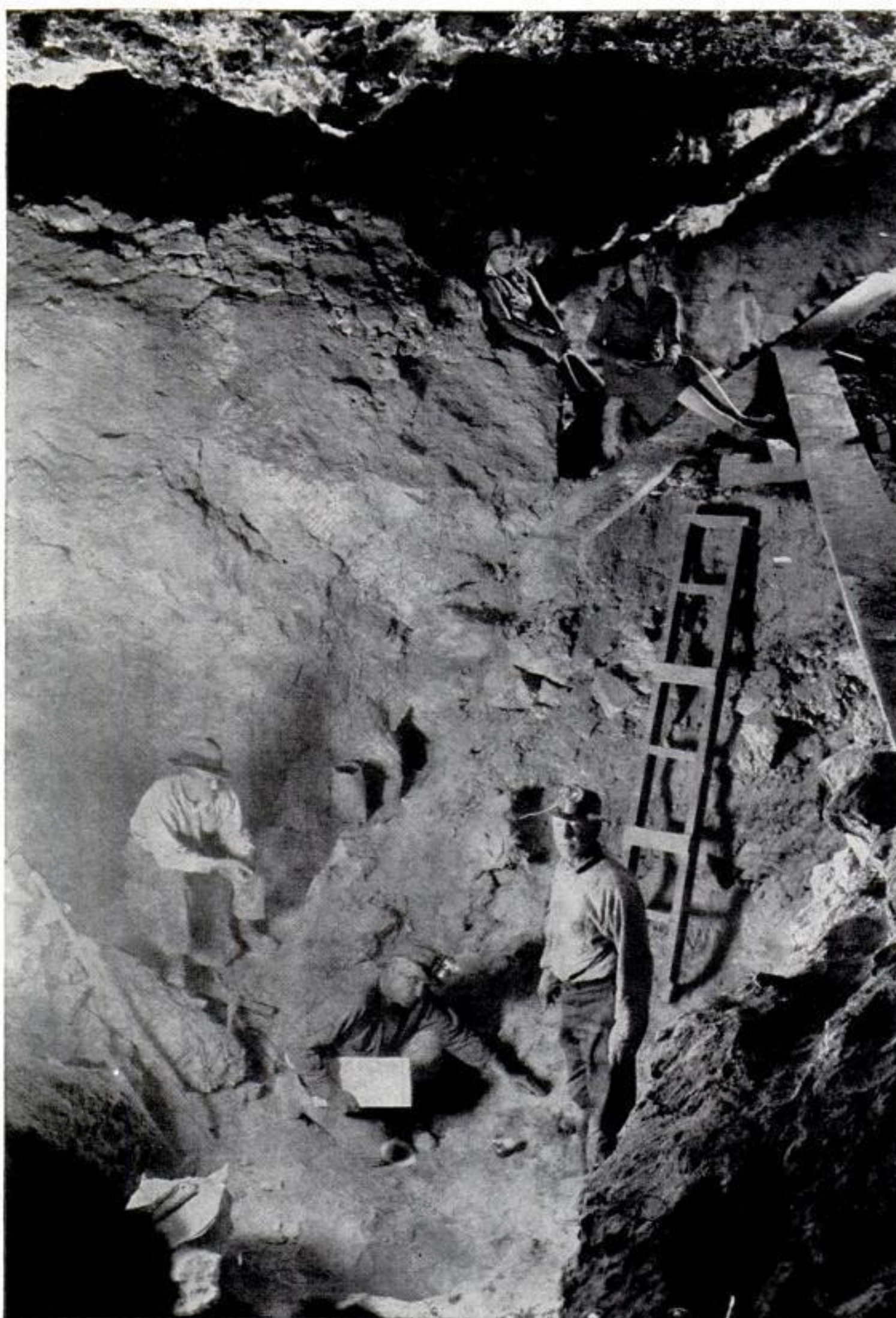
You don't have to plunk down money to see if I'm right about Mum being a good thing for men. Try it free. Begin by sending your name on the corner of this page for a free sample, to Bristol-Myers Company, Dept. Q1-107, 630-A Fifth Avenue, New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



PICTURES TO THE EDITORS



SLOTH HUNTING

Sirs:

Your issue of Sept. 20, page 50, mentions the possibility of an extinct species of ground sloth having lived on in South America until man appeared in the New World. The enclosed photograph gives evidence that an identical or similar species (*Nothrotherium*) was hunted by ancient man in North America.

The scene is Gypsum Cave, Nevada, near Boulder Dam. M. R. Harrington, leader of a Southwest Museum-California Institute of Technology joint expedition, is pointing to the remains of a campfire underlying a solid layer of sloth dung, definite evidence that men got there before the animals disappeared. Throughout the cave was abundant testimony to the same conclusion: broken bits of primitive weapons lying among, and under, hair, bones, claws, dung, of the same animals that inhabited the Rampart Cave of your article, which is less than one hundred miles distant.

The thirteen feet of dust, gravel and human debris that rise above Curator Harrington's campfire span some ten to twenty thousand years of unwritten American history, record the passage of at least four distinct tribes or peoples from the Piute Indians of today down through the prehistoric Pueblos of about 1000 A.D. and the "Basket-makers" of about the time of Christ, to the nameless and unknown sloth hunters who built the fire. An interesting detail: the sloth's hair is red, but it fades to a dull tan when brought into sunlight.

CHARLES AMSDEN
Secretary

The Southwest Museum
Highland Park
Los Angeles, Calif.



BREMERTON MAYOR VS. "MASKED MARVEL"

Sirs:

Jesse A. Knabb, mayor of Bremerton, Wash. is shown in his recent boxing bout with the "Masked Marvel." Knabb challenged Ralph Purves, prosecutor of Kitsap County, as the culmination of a



feud over an unsolved slaying in the county. Purves refused to accept the scrap and the "fighting mayor," as he styles himself, went through four rounds with the unknown and scored four knock-downs to win. Purves later obtained a confession in the killing.

FRANK M. LYNCH
Seattle, Wash.

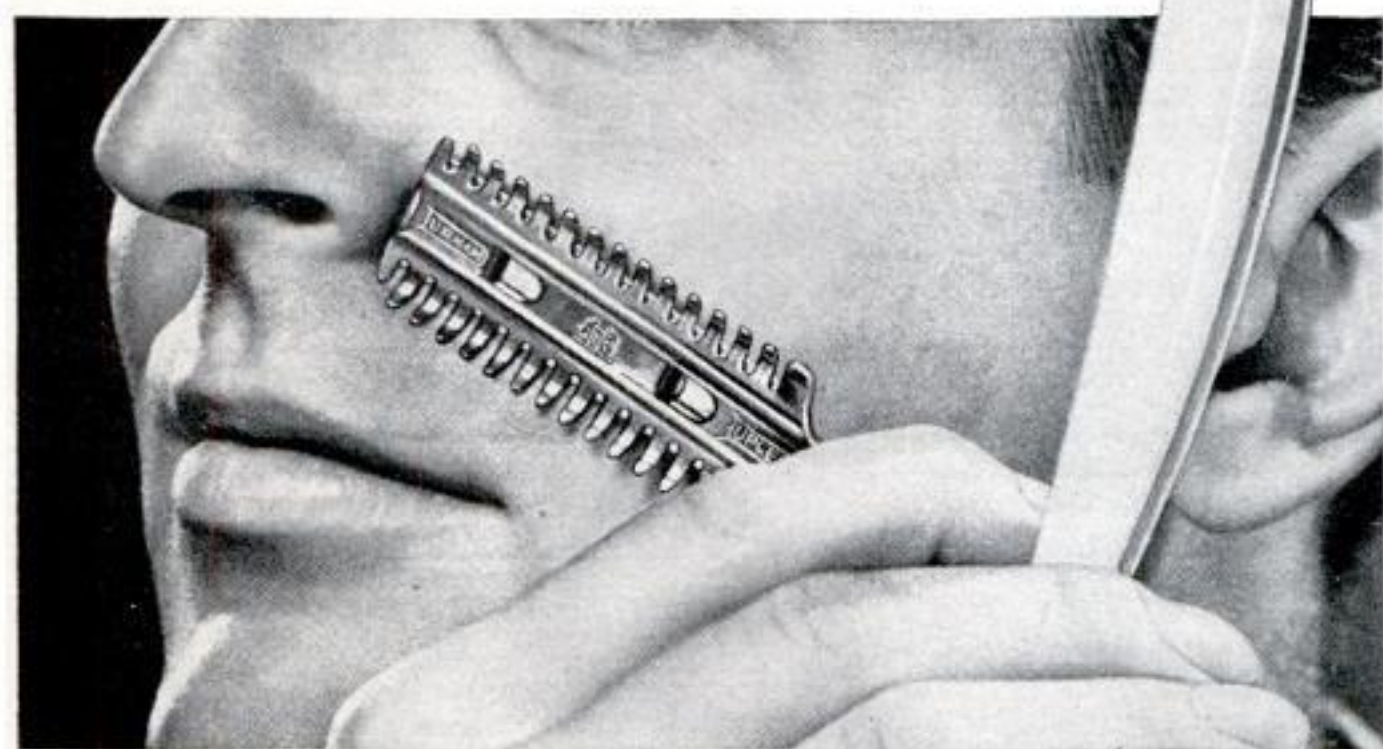


IN THE "BIG LEAGUE"—
Webster

Look among the dignitaries in the grand-stand boxes at the World Series, for instance. What's the most popular cigar they're smoking? Webster, most likely. Only the finer imported Cuban cigars can fairly challenge Webster's rich, smooth aroma and flavor. Yet Webster's prices are extremely modest—and uniform... sold only at reliable stores, clubs, hotels—like Chicago's Edgewater Beach, New York's Pennsylvania, Detroit's Book-Cadillac. Webster Cigar Company, 187 Madison Ave., New York



HOW TO GET A REAL Barber's shave AT HOME



Barber-type "straight-edge" takes off whiskers cleaner, smoother—yet perfectly SAFE!



ONLY a "straight-edge" type razor gives a perfect shave. That's why barbers always use a "straight-edge." Here's the barber's "straight-edge" in a SAFETY razor. It's the Durham Duplex. Examine this razor closely. Note the wide, heavy blade. See how it lies along the face at the perfect shaving angle. A thin guard gives you perfect protection. Get a Durham Duplex Razor today.

Complete Durham Duplex Outfit: Six "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case... \$1. Ask your dealer for this and other Durham Duplex models. Durham Duplex Razor Co., Jersey City, N. J. In Canada: 50 Pearl Street, Toronto, Ont.

30 Minutes After *Eating-Drinking* **ALKALIZE**



AFTER A HEAVY MEAL...

AFTER A LONG EVENING...



Thus escape the penalties of acid indigestion then and later

With "acid indigestion" it stands to reason that the longer it goes, the worse it gets—and the harder it is to alkalize. Therefore, act at the first sign of distress.

If you would relieve and "head off" nausea, "upset stomach," heartburn, gas, the thing to do is *alkalize* immediately.

Try this quick-acting way: take two Phillips' Milk of Magnesia tablets—or two teaspoons of the liquid which have the same alkalizing effect.

Almost at once you feel "acid indigestion" curbed. "Acid head-

aches," acid breath, pains from acid indigestion—all are given amazingly fast relief. You feel like a different person.

When you're going out carry your alkalizer with you—always—in tablets. They taste like peppermint. They cost 25¢ for 30. When you buy insist on Genuine Phillips'.

ALSO IN TABLET FORM:

Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.



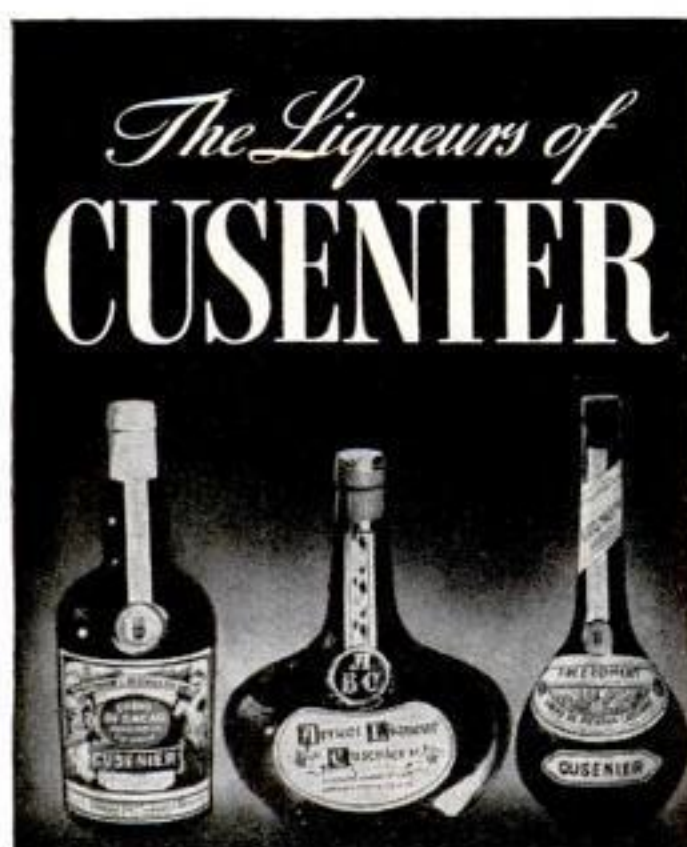
PHILLIPS' Milk of Magnesia



Try a Liqueur INSTEAD OF DESSERT

If desserts give you a "stuffy" feeling, try a liqueur instead. Especially useful at luncheon. Try a Cusenier Liqueur—none better in the world. Thirty-one kinds. Offer guests the three below: Creme de Cacao, Apricot, Creme de Menthe.

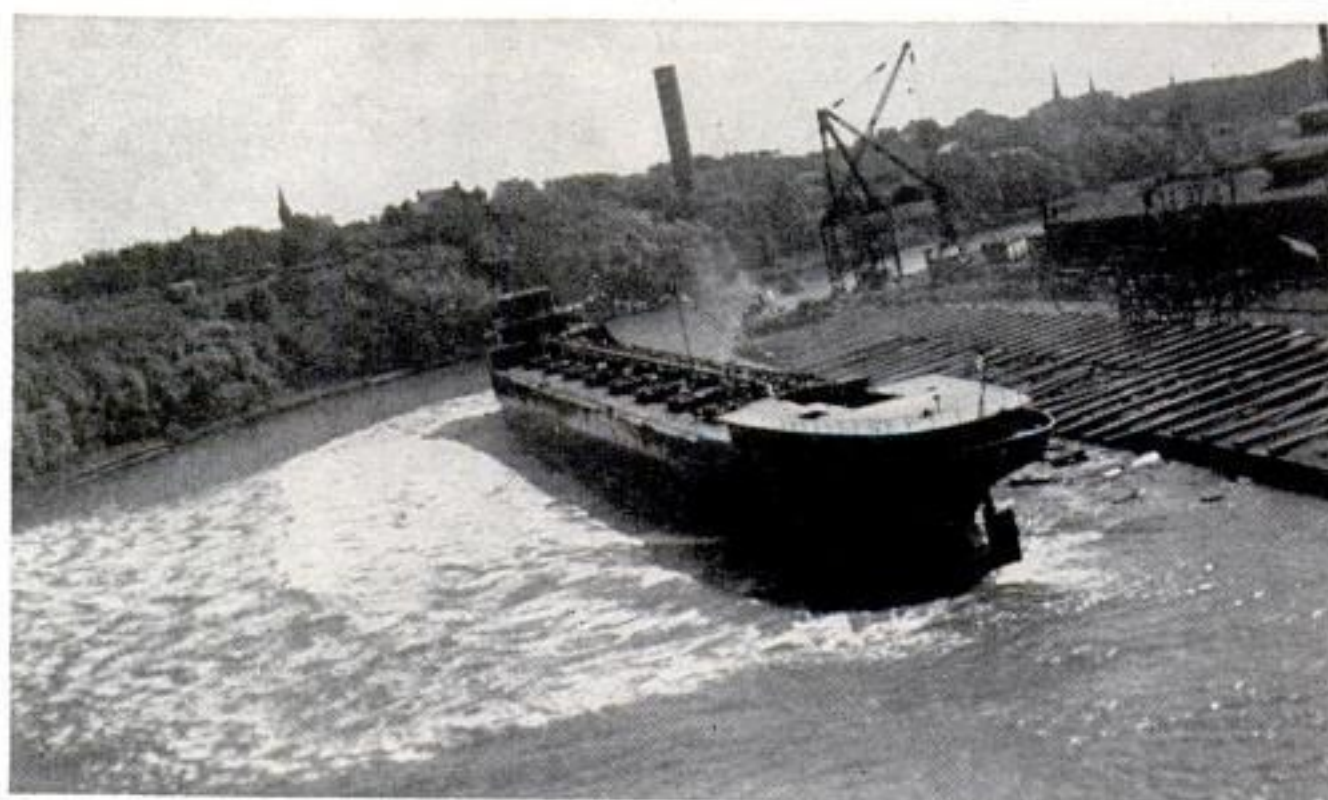
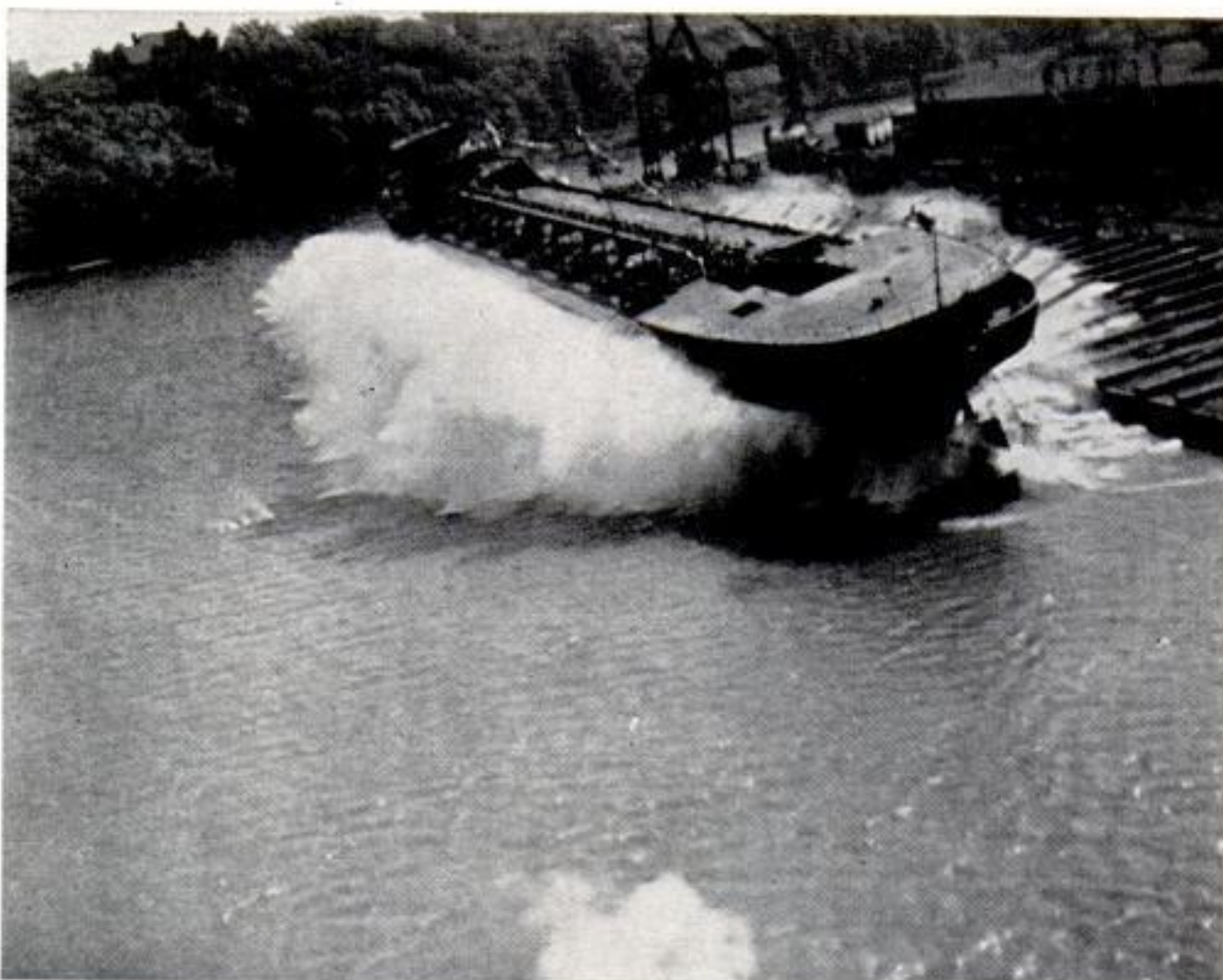
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W. A. TAYLOR & CO., N. Y.



Alcohol by Vol. 27% 35% 30%

PICTURES TO THE EDITORS

(continued)



"RED CROWN" LAUNCHING

Sirs:

The three photographs enclosed depict the launching of the *Red Crown*, the first large boat to be built on the Great Lakes in the last seven years.

Length 465'
Beam 55'
Where Built Manitowoc, Wis.
When 1937

Owner Standard Oil Co. of Indiana
Date of Launching Sept. 18, 1937
Type of boat Tanker
Capacity 2,700,000 Gallons of oil
Engines 2,500 Horsepower
Manitowoc Shipbuilding Co. is one of the few shipyards in the U. S. that launches its boats broadside instead of stern first.

R. E. HALVORSEN
Manitowoc, Wis.



• THE SCIENTIFIC WAY TO
STIMULATE HAIR GROWTH
... REVITALIZE FALLING,
LIFELESS HAIR

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methods of André A. Cueto, M. D.,
Cincinnati, Ohio, and according to
U. S. Patent No. 2055128. Other
U. S. patents pending.



• XERVAC alternate vacuum and pressure treatments for baldness, and falling or lifeless hair are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer, or write direct to

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Surpasses all other abridged dictionaries in authority, usefulness. 110,000 Entries; 1,800 Illustrations; 1,300 Pages. Thin-Paper Style, Indexed: Cloth, \$3.50; Fabricoid, \$5.00; Leather, \$7.00; Limp Pigskin (dark blue or natural), \$8.50. Purchase of your bookseller, or send order and remittance direct to the publishers. Write for fascinating New Quiz and Picture Game—free.

G. & C. MERRIAM CO.
793 Broadway, Springfield, Mass.

"NO OTHER INSTRUMENT SO RICHLY REWARDS THE EFFORTS OF THE BEGINNER"



Dr. G. M. McKinley of the University of Pittsburgh had "only an uncertain and amateurish background in the woodwinds and practically no piano at all," when he acquired his Hammond about two years ago. "Every moment of practice has been absorbing," he says. "This instrument has opened new and delightful vistas in the realm of music."



A concert organ for your home

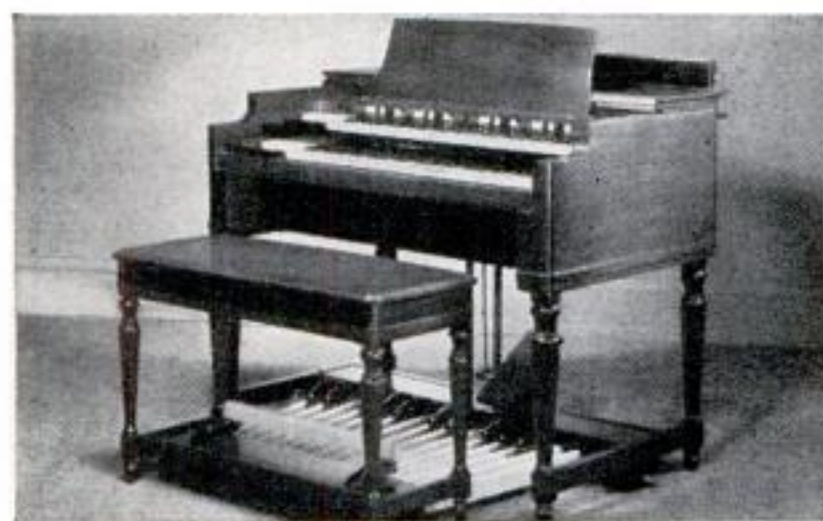
"I firmly believe that no musical experience can transcend the sheer joy of learning to play the Hammond Organ," says Dr. McKinley. "No other instrument so richly rewards the efforts of the beginner."

To you who play the piano, the Hammond Organ offers an inspiring new world of music. Even though you have only a limited repertoire, your playing will always be fresh and varied. With flutes, strings, diapasons, reeds—a host of voices at your instant command—you can give perfect interpretation to every subtle

shade of musical feeling, can express every mood.

Designed on an entirely new principle, the Hammond is the first concert organ ever to meet the requirements of the average home. It is no larger than a spinet piano, and is priced within the reach of medium incomes. Yet its artistic qualities are so superb that it has taken the world of music by storm!

The leading musical merchant in your city has an exciting experience in store for you—an impromptu concert on the Hammond by his expert staff organist. Go and enjoy it as soon as you can—no obligation, of course. Or write for full information to The Hammond Organ, 2961 N. Western Ave., Chicago. In Canada, address Northern Electric Co. Ltd., Montreal.



AS PRACTICAL, AS INEXPENSIVE AS A FINE PIANO!

The Hammond Organ has no bulky pipes, no reeds—instead it creates beautiful organ tones by electrical impulses. Its compact mechanism is contained in a graceful console only four feet square. Much easier to move than a standard piano, the Hammond is ready to play wherever there is an ordinary electric outlet. This organ cannot get out of tune.

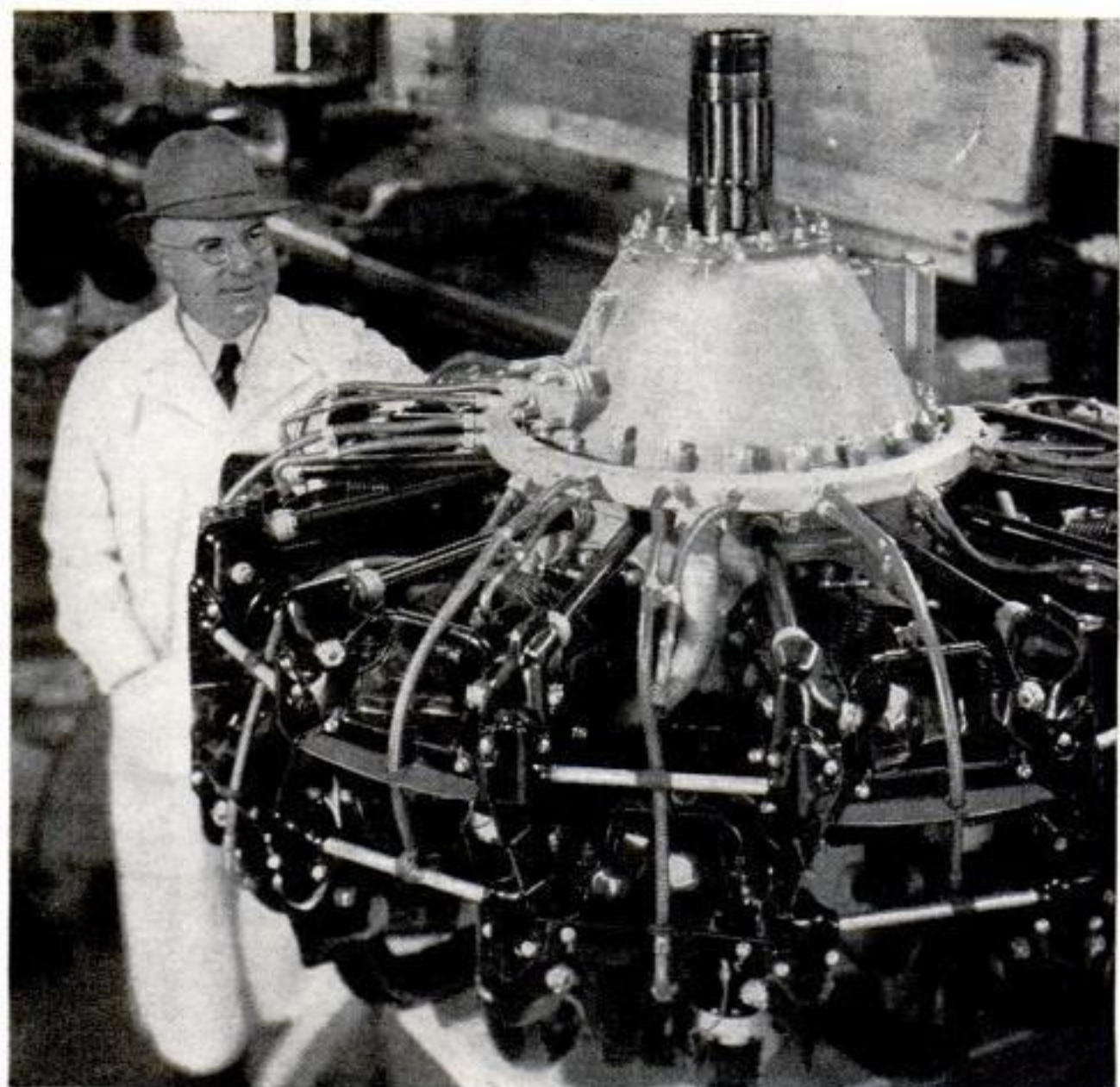


Over 1000 churches use the Hammond Organ...it is an appropriate donation for your church

THE HAMMOND ORGAN

\$1250 and up f.o.b. Chicago
—slightly higher for large installations

THE HAMMOND IS THE LARGEST-SELLING ORGAN IN THE WORLD



15 years a "no man"

You run across hundreds of them behind the scenes at United—veterans in airline maintenance

★ Out at Cheyenne base there are 350 of them—a team that's taken ten years to get together. A team of cold-eyed, skeptical men, functioning as part of a relentless system that checks and *triple-checks* . . . a system that says "no" to everything short of perfection.

For years the Superintendent of this maintenance base has been United's number one "No Man"—one of the big reasons for the precision of this complete air service terminal—the largest and one of the finest equipped in the world.

He's boss of a score of well-equipped departments that

work with the smoothness and precision of a Mainliner twin-row Wasp motor—engine and propeller service, sheet metal, battery, instruments, radio, machine shop.

It's his job to withdraw each Mainliner from service after every 400 hours and "give it the works."

Then—when everything is in watch-work order, the plane is given an executive inspection and flown by the company's test pilot before it is released for service.

And that's why passengers are always impressed with United's amazing efficiency.

That, too, is one of the reasons you will enjoy crossing the continent in a few hours in a big, luxurious Mainliner.



United Air Lines

THE "MAIN LINE" AIRWAY

PICTURES TO THE EDITORS

(continued)



INITIAL PANCAKE

Sirs:

I hope that this is a new one for you—initial pancakes on a camping trip. The photograph shows Charles W. Kays, termite-control expert, of Los Angeles, making his famous initial pancakes. The "B" stands for Bennett.

The initial is made of much thinner batter than the pancake. It must be

placed on the hot griddle backwards so that it will be right side up at the finish. After the initial has baked a nice golden brown, the batter is poured over it forming the pancake.

The action took place at the Labor Day Outing of the Los Angeles Camera Club.

EDNA R. BENNETT, Secretary
Los Angeles Camera Club
Los Angeles, Calif.



NATURE PHOTOGRAPHER

Sirs:

You have been depicting in your magazine recently the photographer himself. Why not show some of the antics of the nature photographer in action? I have one of them for a husband and

have found him good material for my candid camera. Here is a picture of him (Robert C. Grout) crawling on hands and knees through the tall grass to get his flower.

MRS. SELMA U. GROUT
Denver, Colo.



"Rio Rita"

Lastex Foundations styled by HICKORY

"with that artful uplift"

Magic Lastex to coax your curves to youthful firmness, artfully smooth your silhouette and carry you gaily thru a new season with your new figure. Pretty as poetry but shrewdly skillful in comfortable contour control. A saucy minimum of discipline to flatter your gay Fall frocks. Expertly fashioned in foundation, girdle and pantie models for daytime, playtime and gaytime activities . . . you'll adore the artful uplift designed in lace on the all-in-one.

Foundation (for formal)—\$7.50

Girdle (for about-town)—\$5.00

Pantie (for sportswear)—\$5.00

Please send us the name of your corsetiere if she hasn't the exact Hickory Foundation you want . . . we'll welcome the opportunity to be of service to you. Address: Ruth Stone, 1150 West Congress Street, Chicago.

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CONTOUR CONTROL

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*"You can use this now . . . my
REMINGTON RAND Electric Shaver
will be here tomorrow!"*

Happy moment when you switch to the new **Remington Rand** Electric Close-Shaver! It's the perfected shaver that delivers the close shaves others promise. It actually "gets under your chin"! But please be patient if your dealer asks you to wait a few days for your Remington Rand Close-Shaver. We're making them just as fast as we can, but, gentlemen, *precision* manufacture can't be rushed.



General Shaver Corp., Bridgeport, Conn., a division of Remington Rand Inc.

PICTURES TO THE EDITORS

(continued)

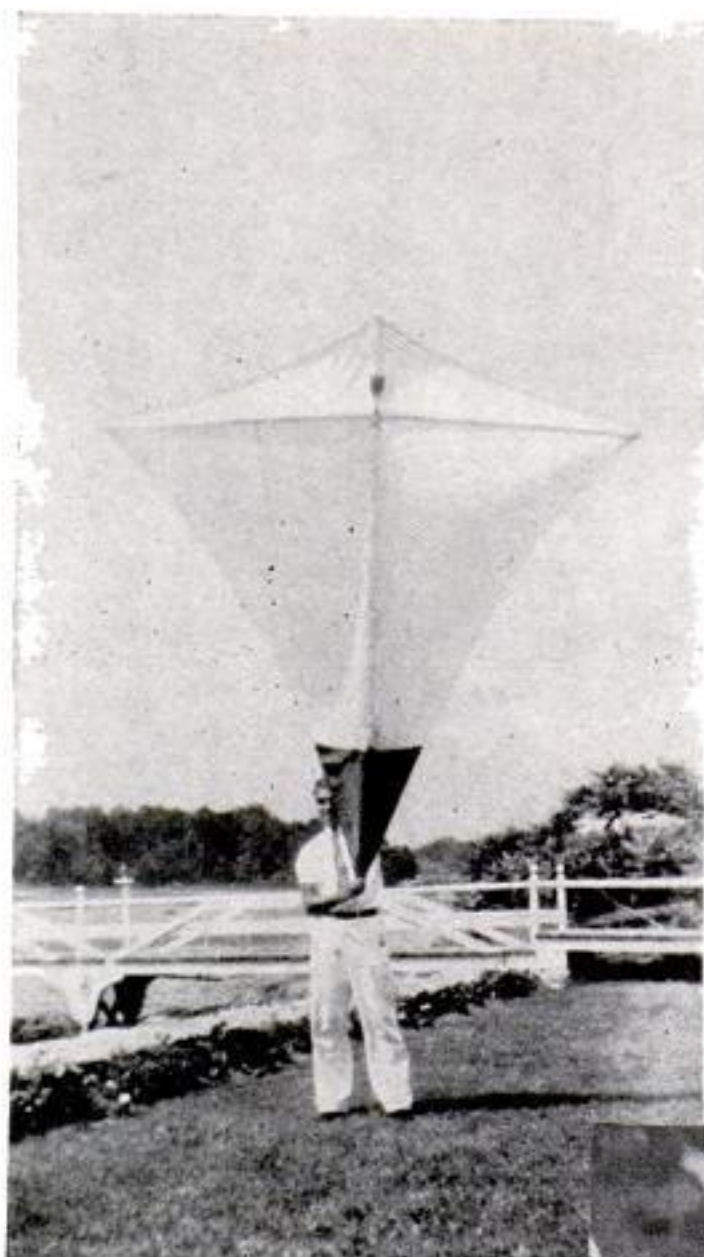


Step Out in Smart Style

You may select your first pair of Paris "Free-Swings" solely for their smart style. But next time you'll choose them for the amazing accommodation of the patented Paris leather-link pivot . . . that yields to every body motion . . . but never skids . . . never strains . . . never pulls. Widely imitated . . . never duplicated for comfort . . . style . . . or value. Get several pairs—one for each suit. Most styles: \$1—\$1.50

A. STEIN & COMPANY
Chicago • New York
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Makers of Paris Garters,
Belts and Gards

PARIS
Free-Swing
SUSPENDERS
Can't skid off your shoulders



KITE CAMERA

Sirs:

The enclosed aerial view of the Kennebunk River shore (below) at Kennebunkport, Maine, was taken by a dollar Brownie camera mounted upon the front of a kite (left). A 98¢ alarm clock fastened upon the back of the kite and connected to the camera shutter by a thread automatically clicks the shutter at any desired time. The kite, which is 7 ft. by 9 ft., is covered with two 30-year-old sheets and is flown with heavy lobster-pot line.

WILLIAM S. CLARK
JOHN T. CLARK
Cleveland Heights, Ohio



BOYS REDUCING

Sirs:

I am enclosing a picture of a new way to reduce. In order to be able to play lightweight football these boys dug a hole in a manure pile and buried themselves. They lost from six to eight pounds in an hour. These pictures were taken on the grounds of the Taft Union High School, Taft, Calif.

ROBERT E. DONALDSON
Taft, Calif.



We Golf All Winter



WE PLAY on two 18-hole courses; we play tennis on Har Tru courts; we ride, hunt, and play lawn games...all winter! We even swim in the warm Southern surf till November, then use the indoor Emerald Pool. There is always a constant variety of outdoor sports, and indoor entertainments, with congenial fellow-guests...all winter! Fall and winter rates are reduced. Ask for Folder L.

The Cavalier
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VIRGINIA BEACH, VA.
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YOU CAN leave Penn Station on the 6.05 p.m. Seaboard train, and reach Pinehurst at 8 the next morning. Just 575 miles from New York by through Pullman, or a comfortable 2-day trip by motor. Near enough for a week-end of golf, far enough to transport you into the dry, restful, healthful climate of the mid-South. Low round-trip fares. Ship your auto by rail at low cost. Train service begins Oct. 27.

For Booklet L and information, call E. C. Mignard, Hotel Ambassador, New York, or write General Office, Pinehurst, N. C.

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RAILWAY EXPRESS CARRIES THE BALL

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It's good team-work that enables a football team to carry the ball across the goal line with regularity. It's the splendid organization and team-work of over 58,000 employees that enable Railway Express to carry the ball at top-speed for American shippers.

When you have *anything* to ship anywhere — from your home or place of business — merely telephone the nearest Railway Express or Western Union office for service. Prompt pick-up and delivery. For 3-mile-a-minute speed and economy use Air Express.



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Come to Jamaica *now*, for delightful weather, and for choicest accommodations and low seasonal rates, in hotels, guest houses, or furnished cottages. If you plan a later visit, see your travel agent early, to avoid possible disappointment. Jamaica's fall and winter are pleasantly warm, averaging 78°, with practically continuous sunshine and never a chilly day.

For Booklet L consult your travel agent, or Pan American Airways, Eastern Air Lines, United Fruit Co., Colombian Line, Canadian National Steamships, or Standard Fruit Co., or The Jamaica Tourist Trade Development Board, 230 Park Avenue, New York, or Kingston, Jamaica, B. W. I. (Cable "Devboard").

JAMAICA
BLUE MOUNTAINS — EMERALD SEA



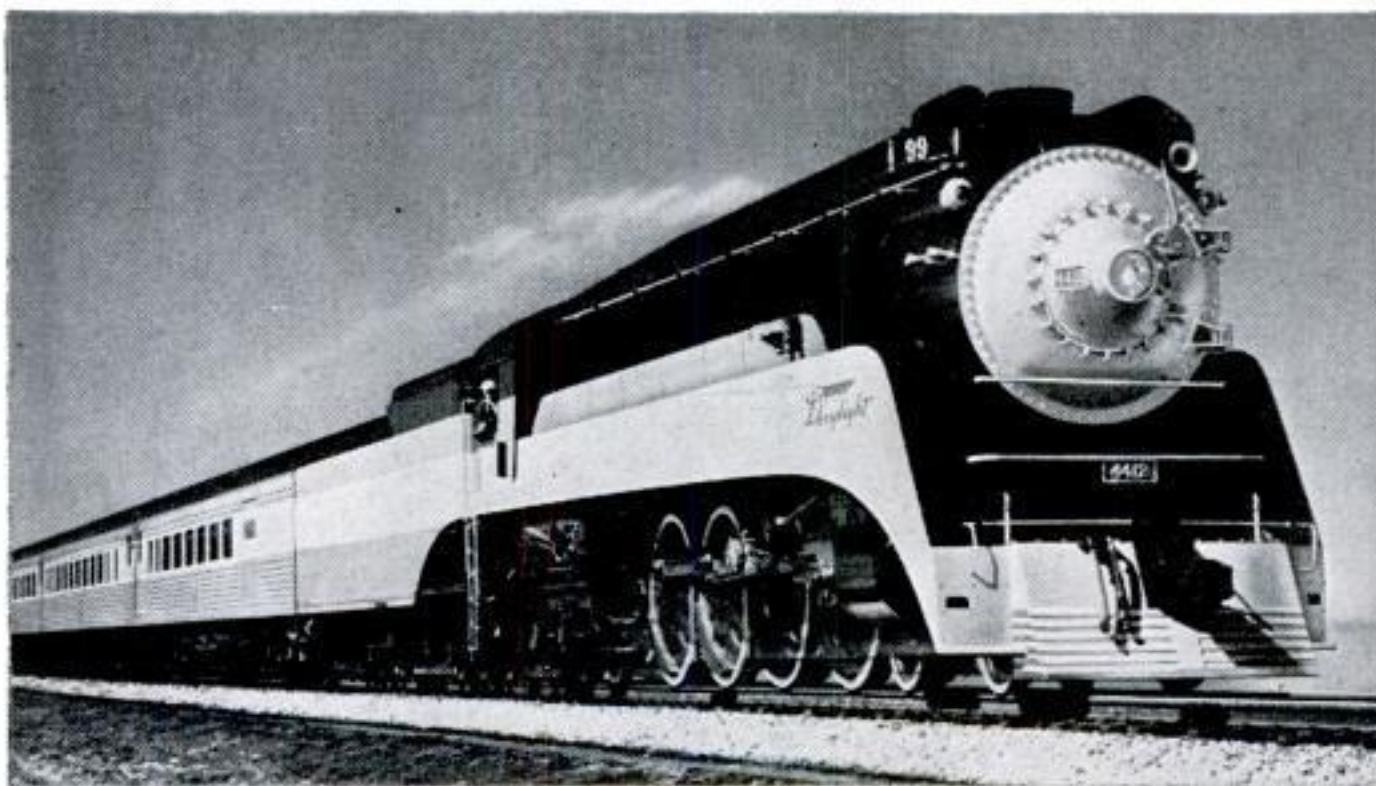
HOW TO GET AWAY FROM WINTER



DUDE RANCHING is one way to dodge earmuffs and overshoes. Down across the Southwest, winter days are crisp and bright, winter nights are clear and star-filled. Here, you and other city folk learn to roll smokes (above), ride fence, fry bacon in the open, sleep like a log. Only Southern Pacific has direct, mainline service to the dude ranches and resorts of Southern Arizona. Take GOLDEN STATE or SUNSET ROUTES.



PALM SPRINGS, a glowing resort on the edge of a Southern California desert, is the sunny headquarters for wintertime swimming, bicycling, tennis, tan-collecting, polite loafing. Here again, only Southern Pacific has direct, mainline service. Easterners take our GOLDEN STATE ROUTE (direct Chicago-Los Angeles) or SUNSET ROUTE (New Orleans-California) both to Southern Arizona and Southern California.



CALIFORNIA also invites you to spend a balmy winter among the tall palms of Southern California and Los Angeles or in gay San Francisco, the city of grand bridges. Ride on Southern Pacific's famed *Daylight* (above) along the ocean shore by daylight between Los Angeles and San Francisco. (The *Sunbeam*, practically a twin to the *Daylight*, is now in service between Houston and Dallas). Plan to get away from winter *this winter*. For a FREE FOLDER (big pictures) about the Southwest or Pacific Coast, write O. P. Bartlett, Dept. LE-101, 310 S. Michigan Ave., Chicago, Illinois.



Southern Pacific
THE WEST'S GREATEST TRANSPORTATION SYSTEM

BIG LEAGUE STARS go for shorts with Grippers

Housewives Also Enthusiastic Over Grippers



"I'm as pleased over these new Gripper fasteners for shorts as my husband is," Mrs. Walter Oppen of Granville, Ill., tells a friend. "Grippers launder beautifully. They never tear off like buttons do. That saves me a lot of mending."

Paul Waner, heavy-hitting star of the Pittsburgh Pirates. "I take my hat off to the new Gripper fasteners," Paul says. "They're handier than buttons on shorts and always stay on the job."



General Bill Lee, right-handed Chicago Cubs pitcher demonstrates Grippers in the Club House at Wrigley Field. "It's no fun when shorts shed their buttons," Bill says. "That's why I'm buying shorts with Grippers. Grippers never come off."

Grippers

Reg. U.S. Pat. Off.

the LAUNDRY-PROOF
fastener that ends all
button troubles

Won't rip off . . . won't break . . . won't flatten down. Washing machines, flat irons or ironers won't damage Grippers. These new fasteners are approved whole-heartedly by the American Institute of Laundering. Quoting from their report, "After severe tests we find that Grippers operate perfectly after repeated washing and pressing—that they do not rust—that they place no undue stress on the garment that might tear fabric." Grippers are approved by Good Housekeeping as advertised therein.

Be Sure to Insist on Genuine Grippers
Grippers are indestructible, troubleproof . . . because they're radically different in design. Don't confuse them with any other type of fastener. The Gripper stud is almost solid metal. It can't flatten down. The Gripper spring catch has a heavy guard that protects the flexible inner catch permanently. These features are patented. So be sure you insist on genuine Grippers. The name is stamped plainly on each fastener.

Gripper Fasteners are now featured on nationally-known lines of shorts. Leading department and men's stores can supply you.

WILSON
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SCOVILL MANUFACTURING COMPANY

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Proud of his Work..

the master signed his name

BACK in the Gay Nineties, Victor Herbert first wrote songs that caught the popular fancy . . . songs that were destined to live . . . songs that you still hear today because of the genius that inspired them.

Likewise, an outstanding talent gave to the late Colonel E. H. Taylor, Jr. a fame far from transient. More than fifty years ago, he made a whiskey that won the regard of the most exacting critics — his fellow Kentuckians.

On the title sheets of "Kiss Me Again," "Ah, Sweet Mystery of Life" and other ageless songs from such ageless operas as "Babes in Toyland" and "Naughty Marietta," you will find the signature of

Victor Herbert

With pardonable pride, he named this superb bourbon Old Taylor, and identified his work with the signature that read: "E. H. Taylor, Jr. & Sons."

We who have followed ask you to taste the Old Taylor of today. Look for the significant signature. We still retain it to identify a bourbon in every way worthy of its name.



OLD TAYLOR

STRAIGHT BOURBON WHISKEY—FULL 100 PROOF
BOTTLED IN BOND UNDER U. S. GOVERNMENT SUPERVISION



NATIONAL DISTILLERS PRODUCTS CORP.
NEW YORK



GIVING HER THE GUN!

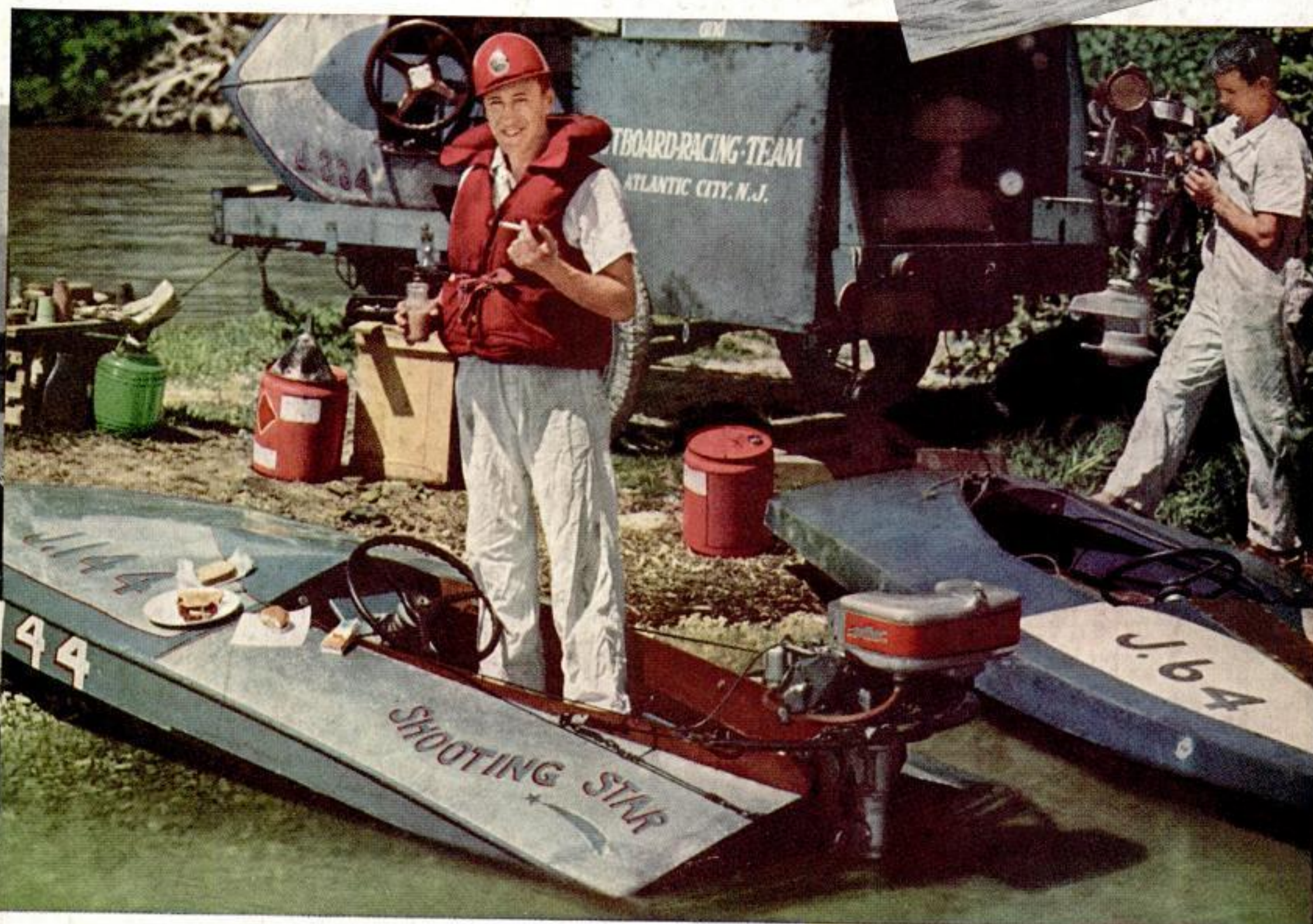


The scenes above show Mulford Scull, the outboard motor boat champion, as he hits it up to 40 m. p. h. Below he is seen enjoying a quick lunch and a Camel. After eating he says: "Camels set me right."

Copyright, 1937, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



WHEN A "LIFT" comes in handy. Theodore Crockett is a business man who likes to get in a few fast rounds of squash racquets during his lunch hour. He says: "When I'm tired I get a 'lift' in energy with a Camel—and go back to work feeling invigorated."



BACK in 1929, Mulford Scull won the coveted Sir Thomas Lipton Trophy—became National Amateur Champion. This year he made a clean sweep of the Class "A" Outboard events at the Miami Regatta. The trophies he's won in his years of racing fill a room.

Jolts, skids, narrow squeaks, vibration—to say nothing of nervous tension—are all part of what a driver undergoes in an outboard race. In Mulford Scull's own words:

"The way these outboards bounce around knocks the daylights out of digestion. Yet when chow comes around, I'm right there—all set with Camels. Camels have just what it takes to help keep my digestion on an even keel. I've smoked Camels for 17 years. They never jangle my nerves."

JACK OAKIE IS BACK ON THE AIR!

Tune in on the fun-making President of Oakie College and his college variety show, including *Benny Goodman's*

Swing Band, this Tuesday night at 9:30 pm E.S.T., 8:30 pm C.S.T., 7:30 pm M.S.T., 6:30 pm P.S.T.—WABC-CBS.

Costlier Tobaccos are Naturally Mild!

Camels are made from finer, MORE EXPENSIVE TOBACCOS...

Turkish and Domestic... than any other popular brand



FOR DIGESTION'S SAKE — SMOKE CAMELS!